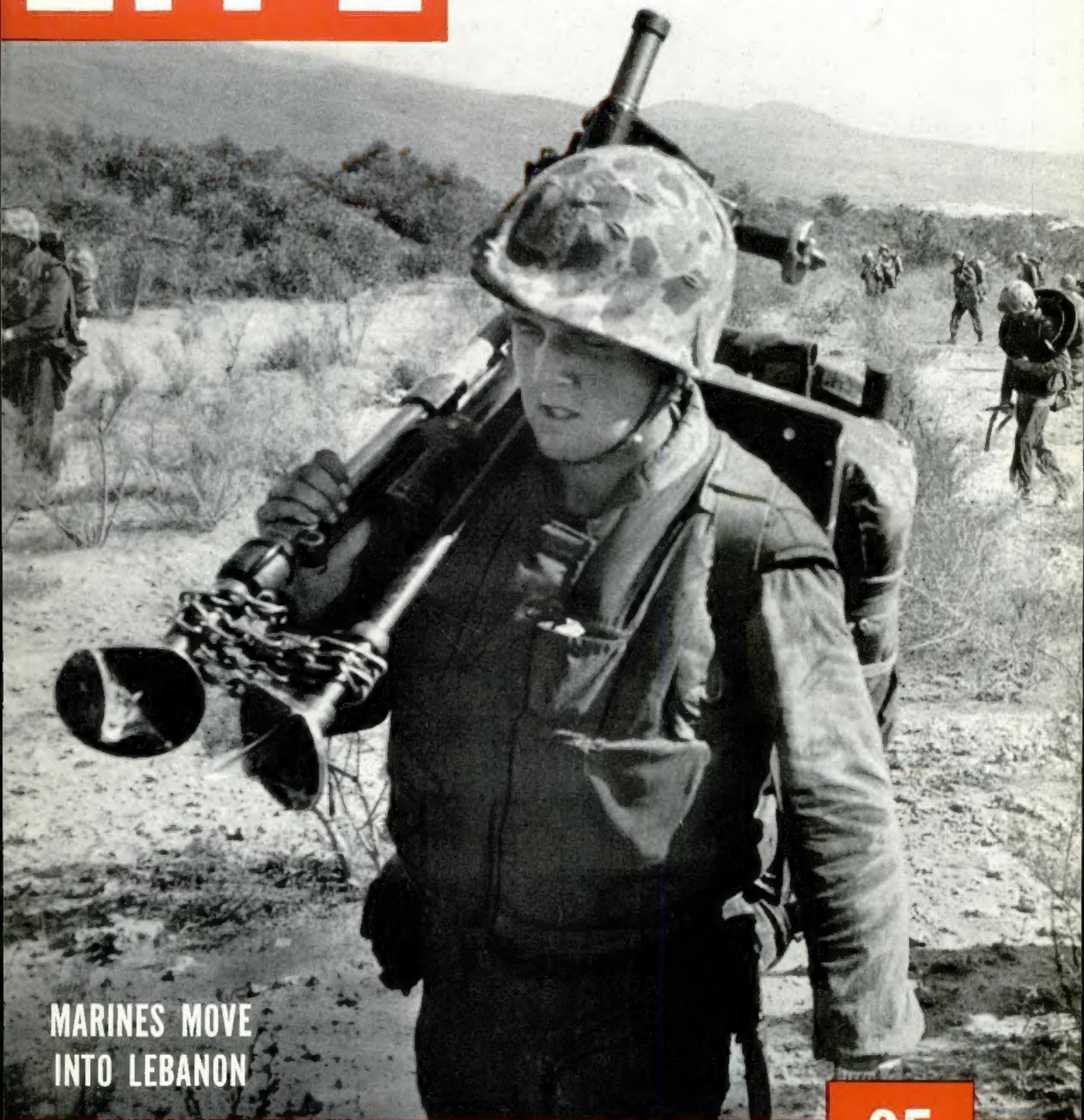


LIFE

ON THE MIDEAST FRONT
WHAT'S HAPPENING, HOW IT CAME TO BE
LOURDES: GREAT SHRINE'S 100TH YEAR



**MARINES MOVE
INTO LEBANON**

JULY 28, 1958 **25** **CENTS**



New Simoniz Floor Wax— **childproof** because there's **vinyl** in it!

Vinyl—tough, brilliant vinyl—makes new Simoniz® Floor Wax the toughest, glossiest floor wax ever.

Now, kids can spill on your floors. Romp on them. Track on them. Vinyl, the miracle ingredient, means *childproof* protection.

Floors never shone so mirror-bright. Never stayed so bright, so long . . . even with frequent damp mopping. Yet, when it comes to re-waxing, new Simoniz Floor Wax removes evenly—no blotching.

New Simoniz Floor Wax polishes itself. You don't need to buff. You don't need to rub. Try it.



**For all floors—
linoleum, rubber,
asphalt, vinyl tile,
finished wood, terrazzo**

SIMONIZ MAKES IT

Feeling tense, fretful, washed-out from a headache due to

HOT WEATHER FATIGUE?

Take an "aspirin break"...

Take BAYER...relax...You'll feel better fast!

"Jane, how can you possibly feel like shopping on a day like this? It's so terribly hot and humid—I have a headache and don't feel like doing a thing!"

"That's easy, Helen. I just took an 'aspirin break.' Bayer brings wonderful relief from the headachy feeling brought on by this hot, humid weather. Why don't you try it?"



Yes, the word is getting around. You don't have to suffer from the annoying headache or irritating aches and pains that are so often caused by "hot weather fatigue." To feel better fast, just take an "aspirin break"...take

Bayer...relax...and you'll be amazed at how quickly it has you feeling fine again!

One reason why Bayer brings such fast relief is that a Bayer tablet disintegrates on its way to your stomach. That means it

enters your stomach in a delicate shower of soft, tiny flakes. Thus, it's ready to go to work *instantly*—without delay—to bring the fastest, most gentle to the stomach relief you can get!

BAYER® BRINGS FASTEST RELIEF

The fastest, most gentle to the stomach relief you can get from pain!



PRESCRIPTION FOR RELAXING

1. When you feel tense, fretful from a headache, first take two Bayer Aspirin.
2. Then, relax. Sit down... put your feet up and rest awhile.
3. This brief rest plus Bayer will have you feeling better fast, so you can face the heat with a smile. Try it.

This One



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AMID TROUBLED DAYS FAITH AND LOVE, TOO



"LIFE'S" BURROWS (LEFT) STANDS AS HEAT FELS MARINE

The Mideast crisis last week captured the world's headlines with stories on such material things as military forces, hardware and reserves. But across the globe life was not much changed. There were weddings and births—and glorious manifestations of faith. This issue of LIFE reports both the violent upheaval and the enduring, everyday moments of life—a task that fully engaged our staff.

On the Mideast front Correspondent Bob Morse and Photographer Larry Burrows were in Lebanon. Turning from a rebel-loyalist fire fight, they met the landing of U.S. Marines in Beirut. Managing to withstand heat that felled fellow Americans (above), they took the pictures that begin LIFE's story on the Mideast (pp. 13-27). Next Burrows and Morse flew to Jordan, then on for Syria.

At the same time a LIFE task force moved into place: Photographer Mark Kauffman joined the 6th Fleet; Correspondent Dave Snell arrived with Photographer John Sadovy in Jordan; Correspondent Don Burke and Photographer James Whitmore, already in North Africa, headed for Egypt. Photographer Bob Lackenbach covered the U.S. airlift from Germany to Lebanon; Photographer Brian Seed flew to Jordan with the British; from Washington Correspondents Don Wilson and Don Schanche and Photographers Hank Walker and Paul Schutze shipped out for whatever tasks might develop in the Mideast.

Outside the war zones LIFE observed the ritual of a U.S. wedding and a great religious pilgrimage in France. Nina Leen photographed the gentle story of a girl's marriage on Long Island and the four people to whom her love meant the most (p. 72). In France high up on a spire of the shrine at Lourdes, Photographer Alfred Eisenstaedt waited for sun to break through clouds. Finally it streamed down, bathing in warm light a huge procession of pilgrims marching to Lourdes as they have for 100 years. In a stirring spectacle of boundless human hope (p. 44).



"LIFE'S" EISENSTAEDT PERCHES HIGH ON LOURDES SPIRE

COVER

Marching from Khalde beach toward Beirut's International Airport during the first landing of U.S. troops, a Marine carries the bipod of an 81-mm. mortar and a 90-pound battle pack on his back (see pp. 13-27)

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According to the new and superior method of testing for filtration...

that cigarette is Hit Parade!

NEW PROOF HIT PARADE FILTERS BEST OF ALL LEADING FILTER CIGARETTES!

Using the latest method of testing that traps and weighs total smoke solids that ordinarily would reach the smoker's mouth, here is the most recent report based on analyses by Froehling & Robertson, Inc., one of the largest and oldest independent consulting laboratories in the country. This is the second independent laboratory to confirm that now Hit Parade filters best of all leading filter cigarettes!

With its radically new filter, Hit Parade gives you:

- 15%** higher filtration than brand **A**
- 20%** higher filtration than brand **B**
- 27%** higher filtration than brand **C**
- 34%** higher filtration than brand **D**
- 35%** higher filtration than brand **E**
- 37%** higher filtration than brand **F**
- 40%** higher filtration than brand **G**
- 40%** higher filtration than brand **H**
- 43%** higher filtration than brand **I**

The two sizes of Hit Parade (King-Size in the familiar pack and Long-Size in the crush-proof box) were tested against competitive brands of equal length

From a report dated June 20, 1958, by **FROEHLING & ROBERTSON, INC.**
a leading independent consulting laboratory

Here's laboratory proof Hit Parade's radically new filter has over 400,000 filter traps!

FROEHLING & ROBERTSON, INC.
INSPECTION ENGINEERS • CHEMISTS • BACTERIOLOGISTS
SINCE 1901
BRANCH LABORATORIES: BIRMINGHAM, CHARLOTTE, CINCINNATI, WASHINGTON, BALTIMORE
MAIN OFFICE & LABORATORIES: 311 WEST CARY STREET, RICHMOND, VIRGINIA
JUNE 23, 1958
NO. F-178-5
INDIVIDUAL FIBER COUNT OF "HIT PARADE" FILTERS
MADE FOR: THE AMERICAN TOBACCO COMPANY
MR. H. R. HAMMER, DIRECTOR OF RESEARCH,
RESEARCH LABORATORY,
RICHMOND, VIRGINIA.
COMPLYING WITH YOUR REQUEST, WE HAVE RUN TESTS TO DETERMINE THE NUMBER OF INDIVIDUAL FIBERS OR "FILTER TRAPS" IN A SINGLE "HIT PARADE" FILTER.
EIGHT COMPOSITE SAMPLES WERE RUN
THE HIGH COUNT WAS 597,000
THE LOW COUNT WAS 459,000
THE AVERAGE WAS 541,000
IN OUR OPINION, IT IS CONSERVATIVE TO STATE THAT EVERY "HIT PARADE" FILTER CONTAINS WELL OVER 400,000 FILTER TRAPS.
RESPECTFULLY,
FROEHLING & ROBERTSON, INC.

So, remember these filter facts:

1. Now a new and superior method of testing filter cigarettes has been developed. This method gives more accurate and uniform results.
2. Using this new and superior method, Froehling & Robertson, Inc., an outstanding consulting laboratory, has proved conclusively that now Hit Parade filters best of all leading filter cigarettes!

And best of all . . . the flavor's all there!

Yes, smokers who know the real score are switching to Hit Parade!
It has America's best filter! It filters best of all leading filter cigarettes!



Sorry! Please be patient
if your dealer is
temporarily out of stock . . .
So many smokers are switching to
Hit Parade, many stores have ex-
hausted their supply. Fresh ship-
ments of Hit Parade are on the way!

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This is what we work for at Parke-Davis

... the better health and longer life that come with better medicines

Most of us look forward to summertime as a season for pleasant, outdoor living. But for some people summer brings little pleasure. For allergy sufferers, the delights of out-of-doors are dampened by itches, wheezes and sneezes. And many people, summer or winter, cannot enjoy certain foods without setting off an allergic "storm."

Fortunately, a new group of drugs, developed in research laboratories of pharmaceutical houses such as Parke, Davis & Company, goes a long way in relieving the agonies of allergies. Because there are many types of allergic reactions—caused by a variety of substances from ragweed to rugs, tree pollens to milk or eggs—

diagnosis of each individual situation by a physician is a "must." Once the cause is determined, treatment under a physician's directions and prescription for antihistaminic medicine often will temporarily bring complete or partial relief.

Better medicines from great research laboratories, plus advanced medical understanding of allergic conditions, contribute greatly to the better health and longer life of allergy victims.

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PARKE-DAVIS

... PIONEERS IN BETTER MEDICINES SINCE 1866

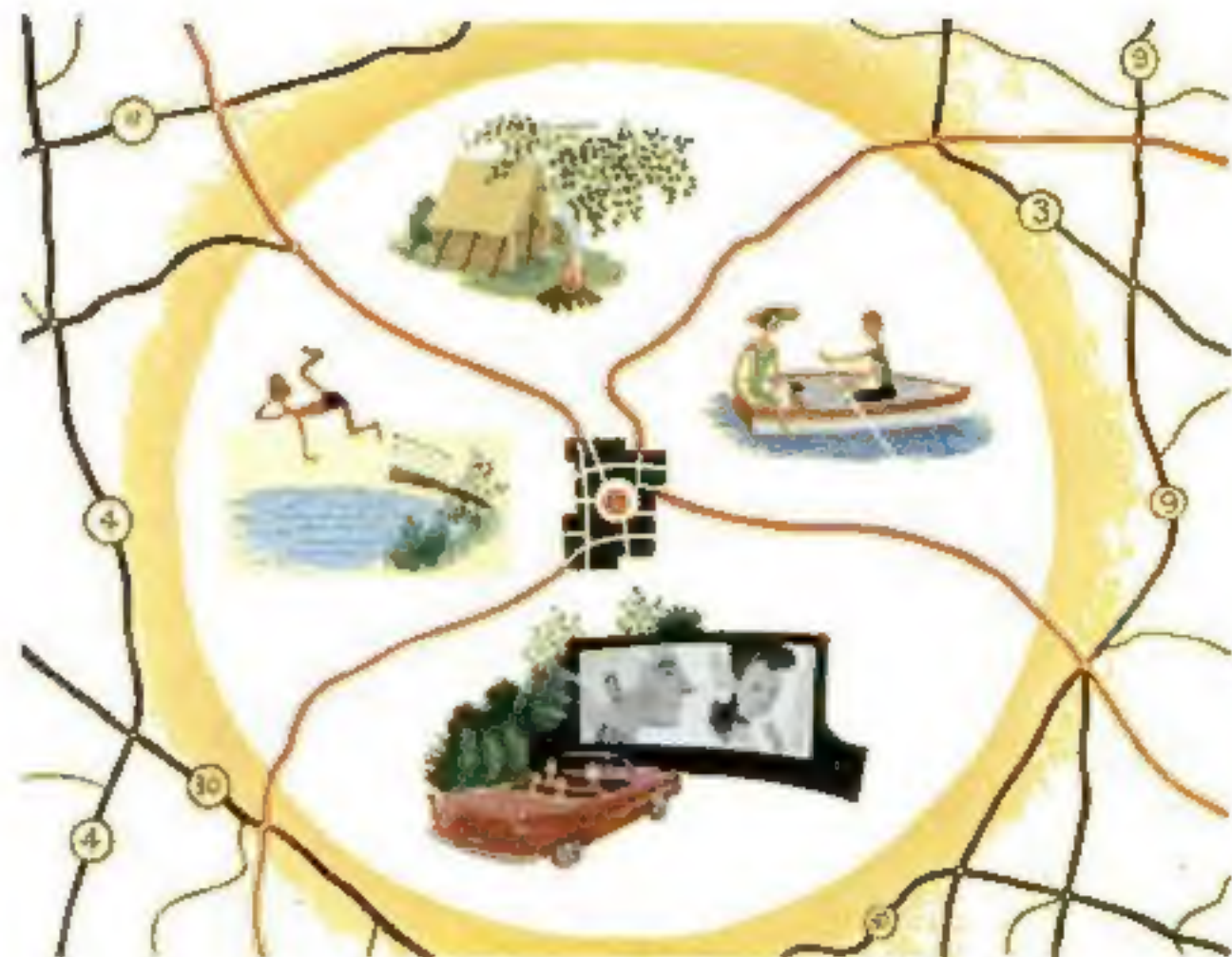


Parke-Davis scientists were studying hay fever as early as 1912, and the company was first in America to make available an effective antihistaminic drug. Research in the field of allergies is still a major project in the Parke-Davis laboratories.

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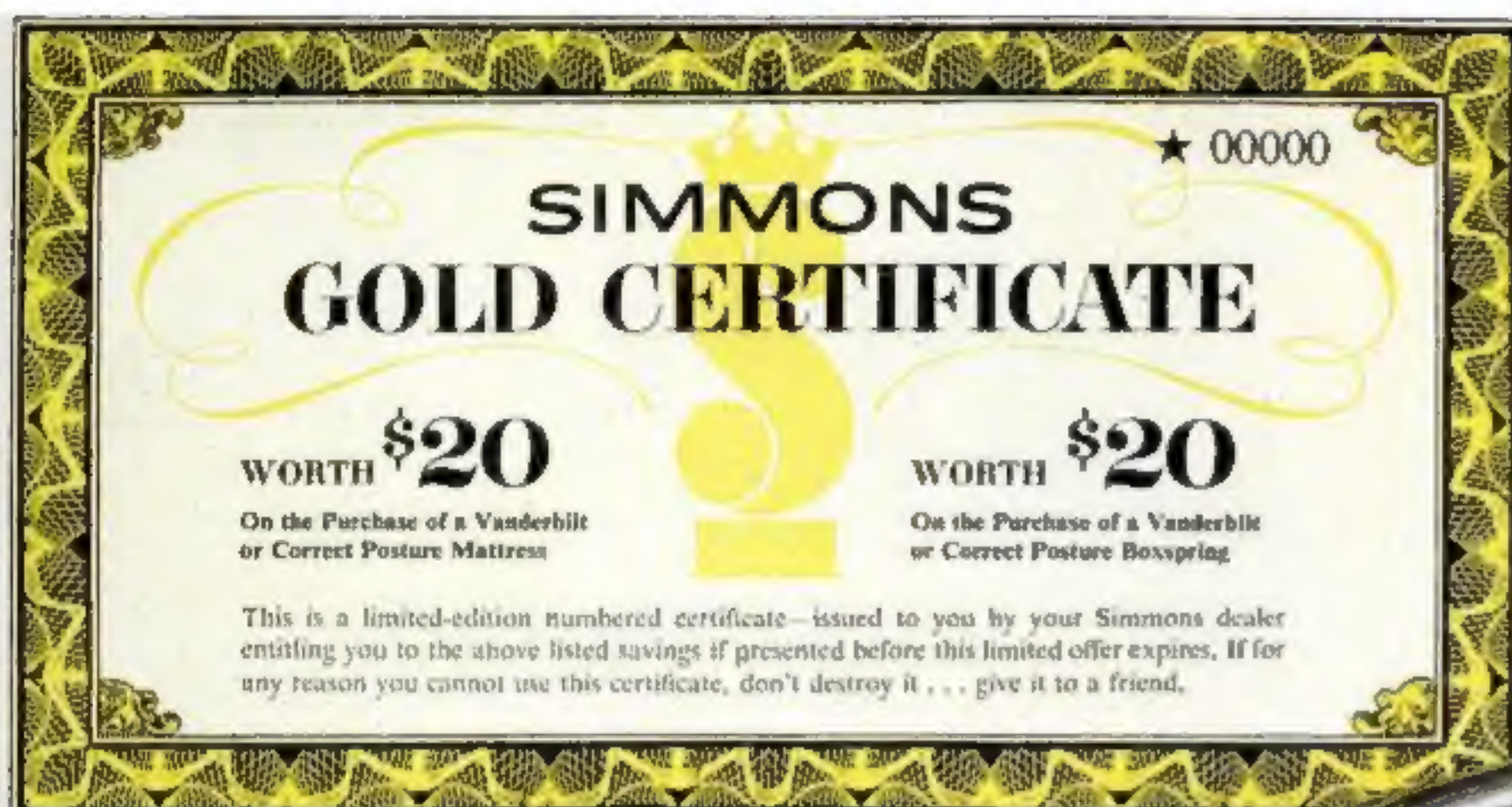
than twice as long...this is the old-style way, the smoothing way to make whisky. Ask for Early Times—the whisky that made Kentucky whiskies famous. This is the smoother bourbon you'll ask for again.

EARLY TIMES

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Watch your mailbox the next two weeks for one of these valuable gold certificates,* entitling you to the special \$40.00 savings shown on this page. Your Simmons dealer has received a limited quantity of them to send to his customers.

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Vanderbilt

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Top value now at rock-bottom prices for certificate holders! Simmons-engineered for years of sleeping comfort. Hundreds of firm, resilient springs for better body support, sturdy pre-built border, cord handles, fresh air ventilators, durable striped cover. Compare with any other mattress priced so low!

Correct Posture

MATTRESS OR BOXSPRING

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Regular Price **\$59⁹⁵**

Certificate is worth **\$20⁰⁰**

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Certificate is worth **\$20⁰⁰**

Your price for either **\$49⁵⁰**

For mattress and boxspring, certificate is worth \$40.





A top dog on its ear

"I feel sorry for any creature that is down and out," said Photographer Alfred Gescheidt, "and this basset hound was the saddest sight I had ever seen." Assigned to take pictures of the female hound, Joadie, for an advertisement, Gescheidt was so moved by her despondent look that he decided to shoot Joadie just for himself. "I shoved her around and she drooped from one beat position to another," he said. "Finally her ears went flat on the floor, her eyes turned up and I felt miserable."

For his misery Gescheidt got the two monumentally mournful pictures shown on these pages. For posing, Joadie got \$75, the regular fee she earns as a top Manhattan dog model who combines the basset breed's characteristically droopy look and indomitably happy disposition.



LETTERS TO THE EDITORS

DEATH EVERY QUARTER HOUR

Sirs:

Graphic stories such as "Death Every Quarter Hour" (LIFE, July 7) will more effectively reduce traffic accidents, with consequent reduction in loss of life and limb, than any other effort. National apathy has created economic loss in wages and property damage of billions of dollars annually in addition to an immeasurable amount of human suffering. Congratulations for a job well done.

HAROLD G. EVANS
President

American Casualty Co.
Reading, Pa.

Sirs:

I was absolutely nauseated by the grim picture on page 81.

PEGGY ROTEN

Portland, Ore.

Sirs:

I am 17 and just received a car for graduation. I must admit that I, like a lot of people, enjoy speed. This picture on page 81, however, has certainly turned me against ever going too fast again.

After taking a good look at it, I am sure that a lot of other people will feel the same way that I do.

BARBARA L. JENNINGS

Miami, Fla.

Sirs:

How about Congress passing a law requiring all motor vehicles, except emergency vehicles, to be equipped with a permanent governor?

Driver education is fine, but as long as automobiles are airplanes without wings highway slaughter will never be substantially reduced.

RAYMOND E. DYK

Los Angeles, Calif.

Sirs:

Could it be that all the talk urging people to drive better doesn't work because practically everyone mistakenly thinks that he is a good driver?

JENNIFER S. MACLEOD

Princeton, N.J.

AGE OF GOOF-OFF OR OF PLENTY?

Sirs:

Your editorial, "Age of Goof-Off or of Plenty?" (LIFE, July 7), was certainly most thought provoking. Many of us seem to have lost sight of the fact that the real standard of living can be raised in only two ways: by increased productivity per man hour and by governmental economy.

Last month I was graduated from college and like all seniors had an opportunity to interview many corporations on campus. It was surprising to see the number of students who were obviously more interested in the pension policies of a particular company than in the chances of advancement.

F. W. SOMMER

Gainesville, Texas

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



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Sirs:

The inane phrase "Take it easy" has become a form of treason to the American ideal.

FLORENCE MUNSON

Jersey City, N.J.

Sirs:

So the West is looking for an answer to the increasing productivity inside Russia? After visiting various seats of governments, county, state and federal, I would like to nominate the ultimate weapon—the introduction to the Soviet worker of the coffee break.

RONALD D. ALBRIGHT

Anthony, Kan.

Sirs:

I object to your "tendencies toward the evasion of work . . . among . . . headwaiters." This demonstrates that highly educated (as we presume you are) editors can be just as silly, ignorant of facts, prejudiced and narrow-minded as the humblest and most uneducated dishwashers in our hotels, clubs and restaurants.

PIERRE LEBRYN

Headwaiter (Banquet Dept.)

Essex House
New York, N.Y.

LITTLE WAR WITH A BIG RESULT

Sirs:

Artist Post deserves the nation's gratitude for preserving a too soon forgotten moment in history ("A Little War with a Big Result," LIFE, July 7).

ELLIOTT H. KONE

New Haven, Conn.

Sirs:

The paintings by Charles Johnson Post showing action scenes from the Spanish-American War, are exceptionally fine. You stated that he was an artist-reporter for the New York Journal before enlistment and that he died in 1956. It would be most interesting to know some of the highlights of Mr. Post's long life. It must have been colorful.

HELEN LEWIS

New York, N.Y.

● After serving as a private in the Spanish-American War, Artist Post joined the 1906 Cuban revolt against Estrada Palma—first president of the Cuban republic—and was given the rank of honorary colonel. Later he drove pack mules across the Andes to Bolivia for a gold mining company. He then explored the Amazon River, writing about and illustrating his experiences for various magazines and newspapers. He was also an inventor, political cartoonist, art director, movie director, publicist, secretary to a congressman and was commissioner of conciliation in the Department of Labor before his retirement in 1946.—ED

ANOTHER EARP SEEKS LAW JOB

Sirs:

In "Another Earp Seeks Law Job" (LIFE, July 7) your caption to the left of the group picture stated I planned to appoint all my backers as deputies in the event of my election. This is not true. None of these gentlemen are law officers, nor are there any plans to appoint them.

JIM W. EARP

Wichita, Kan.

HAPPY DAYS FOR HARRY

Sirs:

"Happy Days for Harry" (LIFE, July 7) brought happy days for me. I enjoyed every word of this article. LIFE is to be congratulated for this warm human portrayal of a great former President.

BERNARD SCHWARTZBERG

Inglewood, Calif.

Sirs:

Some sections of the article should have been entitled "Harry Likes to Criticize People" (mostly good Republicans). Maybe Mr. Truman is just poking fun at our present Republican President but he does it so often.

LINDA WILLIAMS

Greenwich, Conn.

MISCELLANY

Sirs:

LIFE has a darling picture of a little boy named "John John" Ordway with his head in the middle of a mud puddle ("A Puddle Bumper," LIFE, July 7). Could you please show an "after" picture of him?

PAM TISCHER

Green Springs, Ohio



JOHN JOHN DURING AND AFTER MUD BATH

SPEAKING OF PICTURES

Sirs:

I devoutly hope that none of the suggestions for changing our flag as shown will be taken seriously. As horrible a collection of designs I have never seen ("New Looks for Old Glory," LIFE, July 7).

MORTIMER H. SLOTNICK

Eastchester, N.Y.

Sirs:

The most practical suggestion yet made is to place the new star outside the field of blue on the second red stripe. Hawaii's could go on the third red stripe. Cal Ruff of Flushing, N.Y. conceived the idea. It permits conversion of all existing flags and symbolizes location of the new states outside the continental limits.

CRAG HOMER
(D., Calif.)

House of Representatives
Washington, D.C.

TWO KIDS IN CROWNS

Sirs:

After reading "Two Kids in Crowns" (LIFE, July 7) I was shocked.

You can't open a magazine or pick up a newspaper without seeing an article about the teen-agers of today, their going steady and the fact that they are so advanced in their sex education.

When these children reach high school what is left for them? They have already had a formal, a tuxedo and a prom. What then, cocktail parties given by the school?

JUDY CAMERON

Blue Island, Ill.

CONTENTS PAGE

Sirs:

The shock of Jim McConaughy's tragic death affected an uncountable host of admirers and friends ("In Memory of a Friend and a Great Colleague," LIFE, July 7). An astute political writer who made reading a pleasure, he will not be readily replaced in our time. The profession has lost one of its most brilliant young minds, and the world is far poorer than it knows.

GEORGE W. THOMPSON

Cazenovia, N.Y.

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THE MIGHTY CHRYSLER

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Step up to the Mighty Chrysler. Walk around it — let your fingers follow its clean and lustrous lines. Here, you sense, is a car that almost demands to be driven.

Ease behind the wheel. Lounge and feel the deep pile carpeting underfoot. Survey the eye-catching world about you. Could any throne be more commanding?

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See your Chrysler dealer soon. You'll find that a Mighty Chrysler is as easy to own as it is to drive.

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Get the peace of mind
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Only the Nygen tire with 2-treads dares to pay for road service if you have a puncture! The Dual 90 seals as it rolls. And you can withdraw the puncturing object without losing a single pound of air!

This is priceless protection in traffic and at night. And a wonderful convenience anytime. Enjoy the complete peace of mind of puncture-free driving.

WE PAY FOR ROAD SERVICE IF YOU HAVE A PUNCTURE!
See your General Tire Dealer for details



GENERAL DUAL 90



ODDLY PEACEFUL AT CENTER OF MIDDLE EASTERN CRISIS, COMBAT-READY U.S. MARINES AND CURIOUS LEBANESE EYE EACH OTHER QUIZZICALLY IN BEIRUT

THE MARINES HAVE LANDED AND . . .

COLD WAR MOVES TO A SHOWDOWN

Again it was a week of crisis and showdown. As in Korea, in Indochina and Suez the world's nations faced the specter of a fighting war. This time the threat was the turbulent Middle East. On the streets of Beirut, Lebanese youngsters gathered to gawk at U.S. Marines in full battle dress. The Marines, for their part, were asking, "What are we doing here?"

From Washington, President Eisenhower radioed his answer. "You are helping the Lebanese people to remain free," he said. "As soon as the

independence and integrity of Lebanon are secure, then you and your comrades will be immediately withdrawn." But that was only part of the answer. The immediate reason for the Marines' presence in Lebanon was the stunning coup that had overturned the pro-Western government of Iraq and imperiled both Lebanon and Jordan. Behind it all was the ominous spread of Nasserism, encouraged by Moscow, in an area of vital strategic and economic concern to the West. Key events of the week:

►In the unexpected army coup in Iraq, pro-Western King Faisal, the crown prince, and Premier Nuri es Said were killed. So were two Americans. Brigadier General Abdul Karim el Kassem, a division commander, became premier. His regime professed loyalty to Iraq's Western ties but promptly signed a defense treaty with Nasser. ►Only hours after the Iraqi revolt, President Camille Chamoun of Lebanon and King Hussein of Jordan, whose overthrow had been urged by Cairo radio, asked for Western military reinforce-

ments. The U.S. put 8,000 Marines and soldiers into Lebanon. The British flew 2,000 paratroopers to Jordan. In reply, Russia rattled its sabers with maneuvers on Turkish and Iranian borders. ►In the diplomatic jockeying, Moscow warned that it would not stand idly by. Nasser rushed off to Moscow, reportedly to ask the Russians to keep hands off the Middle East for now. The U.S. warned Nasser against interfering with U.S. forces in Lebanon. Britain and the U.S. agreed they would take no action in Iraq as long as

the new regime respected Western oil interests.

►In the U.N. Russia vetoed a U.S. plan for a U.N. force to replace the Marines. A Russian resolution demanding the U.S. and British get out of Lebanon and Jordan was in turn defeated. ►Around the world the Western show of force roused mixed reactions. But in Moscow a mob of 100,000 stoned the U.S. embassy. Khrushchev then suggested a summit meeting this week, possibly even in Washington. Britain and the U.S. both promised immediate consideration.

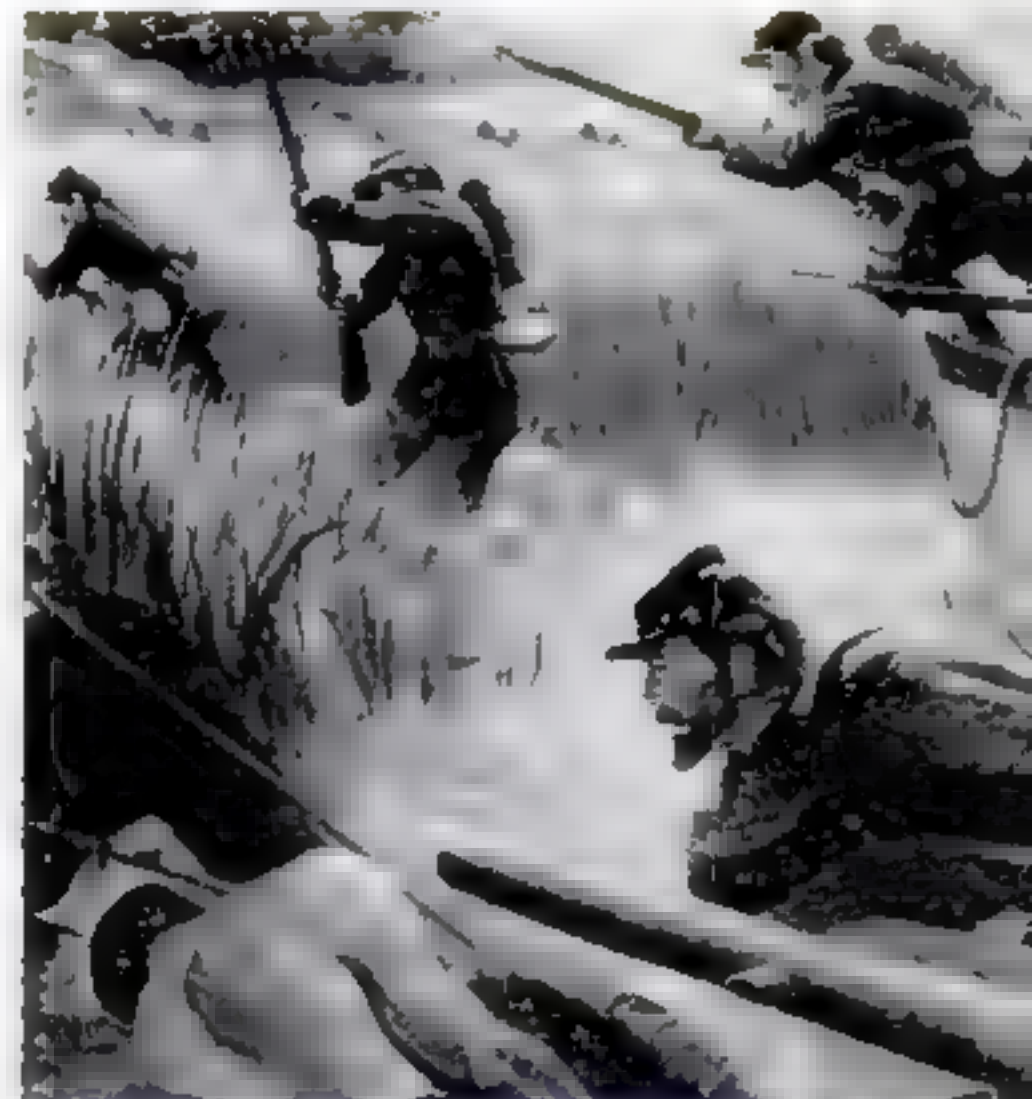
HISTORIC LANDING EXPLOITS THAT MADE THE CORPS FAMOUS



"SHORES OF TRIPOLI," some of U.S. Marine first major sorties were invaded in 1801-05 war to shut down Tripoli's piracy. Troops were led by William Eaton, shown with a first U.S. Tripoli man.



"HALLS OF MONTEZUMA" were assaulted during 1847 Mexican War by a Marine battalion. It was at Fort of Chapultepec outside Mexico City. Day after this victory Marines entered Mexico City.



RAID ON KOREA RIVER was carried out by Marines of Navy's 1st Marine Division. It was a U.S. ship hit on one of its Marine's on the River to its left side of 100 ft by 100 ft.





BOXER REBELLION, a Chinese outburst against foreigners in 1900, found Marines guarding Peking legation quarter. Other Marines in international column entered the city and rescued foreign nationals.



NICARAGUA asked for Marines in 1912 when President Diaz was beset by a revolution. When Marines pulled out in 1925, bloody civil war promptly erupted and they went back. They left for good in 1933.



HAITI was occupied by Marines in 1915 after the island republic was wracked by revolt and massacre. Haitians fought Marines during 1918-20 and again in 1929. Marine occupation finally ended in 1934.



THE MARINES ASHORE AT LEBANON CARRY OUT TRADITIONAL MISSION

Just as they had done at trouble spots around the world for over 150 years, the Marines swarmed ashore again last week. "Beirut was dozing at lunch hour," TIME-LIFE Correspondent John Mecklin cabled, "when word flickered across the city, 'There's a fleet offshore.' Out on the greenish-blue Khalde bay lay three transports and two LSTs, flanked by two destroyers, and a dozen small boats circled them. People were streaming from town to watch the show. Among them were men I had seen at rebel headquarters. One muttered, 'Let them come. We are not afraid.'

"The first boat to touch the beach, at 1504, was a scout craft. Three Arab youngsters were waiting in the surf as a welcoming party and girls waved from the shore. LCVPs grounded near the water's edge, dropped ramps and disgorged their men into waist-deep water. Sweating hard, Marines swarmed up the beach, paused in the sand for regrouping and then headed up the slope toward the air field they were to secure. There a Marine unslung his 90-pound pack and asked the age-old question, 'How the hell do you tell the difference between friends and rebels?'"



PUSHING A "MULE," a Jeep-like equipment carrier, Marines haul vehicle up the beach from landing craft. In distance at left is the force's flagship *Taconic*.

← **HITTING THE BEACH**, young Marines in full combat gear, carrying machine guns and M-1 rifles, splash through the water to Khalde beach south of Beirut.

U.S. AND BRITISH TROOPS SECURE FIRST OBJECTIVES



STRATEGY TALK engages U.S. Ambassador Robert McCarroll and Lieut. Colonel Harry Hute, who are, at present, in the



STRATEGY STUDY at Hotel Saint Georges absorbs smothering chess players' attention of the U.S. warships anchored offshore.



AMERICAN MARINES, which have been pushed forward, are now waiting for the arrival of the British, who are now moving forward to the next objective.





↓ **BRITISH PARATROOPERS**, still wearing berets but with their helmets and combat packs, move up to board a fan-doored troop carrier plane at British base in Cyprus for the flight to Jordan.



ON COAST ROAD, built with U.S. aid, two language billboard greets the occupants of newly landed amphibious troop carriers.



IN LEAFY LANE Marines take a break while regrouping after third landing established another beachhead north of the capital.



IN JORDAN soon after landing, British troops set up machine gun position to protect the airport in the capital city, Amman.



THE SCOPE OF THE CRISIS is reflected in map showing moves last week's swift military movements and the complex of oil pipelines running through

Lebanon, Jordan, Iraq, Syria and Saudi Arabia. American troops were moved from Germany to Iraq. Then a Lebanese missile was fired from Beirut.



Israel and into Jordan from Cyprus airstrips. Meanwhile Soviets began maneuvers on both sides of the Caspian Sea, along the Turkish and Iranian borders.

Middle East CONTINUED



SHOCK TO BAGHDAD PACT is dramatized in Istanbul where surviving Moslem members (from left) Shah of Iran, Presidents Mirza of Pakistan, Bayar of Turkey, assemble after vain wait for Iraq's King Faisal. Defensive belt of pact, to which a spokesman hinted rebel Iraq may still adhere, is shown on map.

A REGION VITAL TO THE WORLD IS BESET WITHIN AND WITHOUT



EL KASSEM

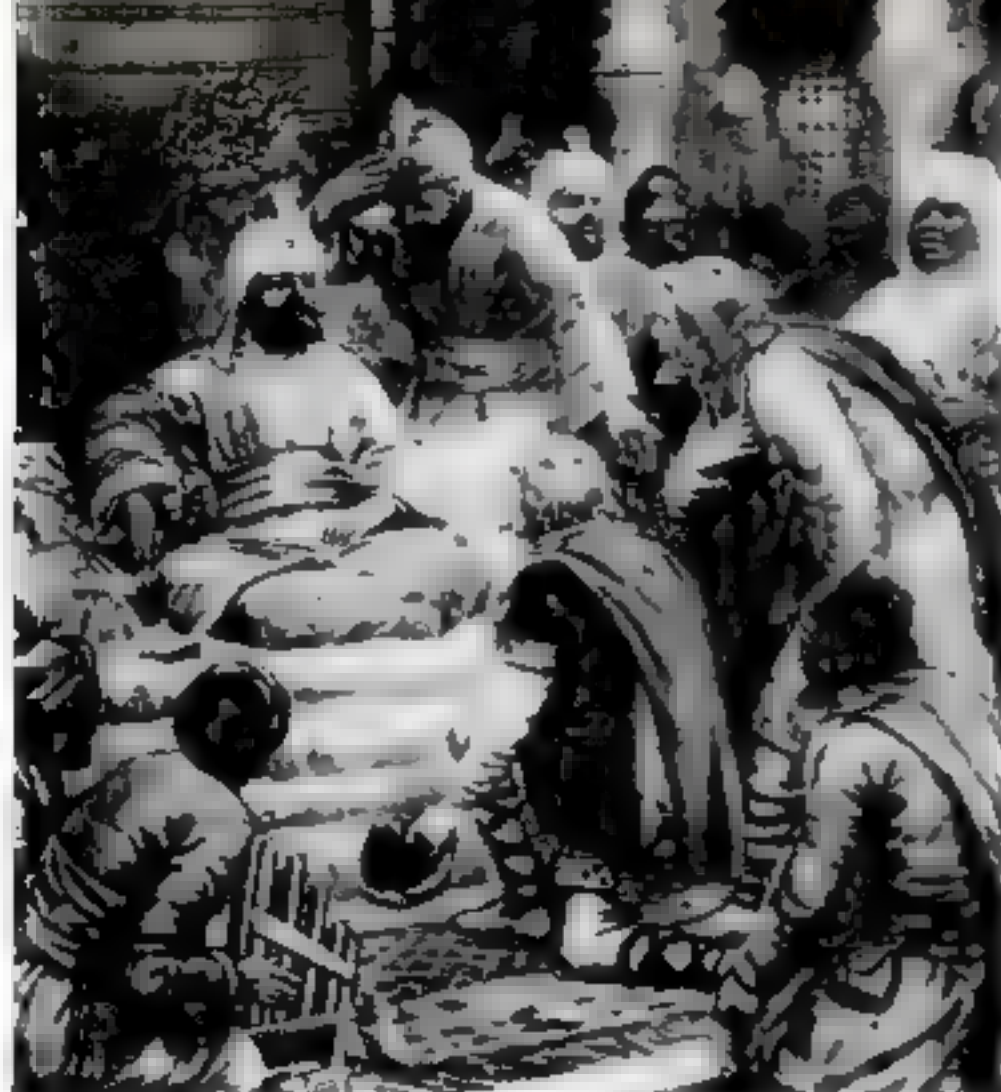
The Middle East, now torn anew by General Karim el Kassem's bloody revolt in Iraq, is the vital cross-roads linking Europe, Asia and Africa. In this birth-place of civilization now live 40 million Arabs in two million square miles. On their flanks are the non-Arabic Moslem states of Turkey, Iran and Pakistan with a population of 130 million. Within the area lie three great waterways: the Persian Gulf, the Suez Canal and the Dardanelles. It has long been a zone of relentless pressure on the outside world from Russia, seeking warm water outlets. In 1946 only determined international insistence following a U.N.

complaint prevailed upon Russia to withdraw from Iranian territory. It was to dike this pressure that the West in 1955 promoted formation of the Baghdad Pact, a defensive tier comprising the Moslem states—Turkey, Iraq, Iran, Pakistan—ranging across Russia's southern border.

Today Egypt's Nasser, armed with Soviet weapons and money, and the Arab world's most vitriolic instruments of propaganda, is striving mightily to evict the West from the entire region. By so doing, possibly without intent, he serves Russian aims by undermining the dike from within. For the West, hoping to keep the free world free, here also lies a vital economic interest. The oil of the Middle East, two thirds of the world's reserves, flows across the Fertile Crescent and must pass through nations which are controlled or endangered by Nasser's operations before it can reach the Mediterranean and its foremost consumer, Europe. And now at least one producing country, Iraq with 700,000 barrels a day, has been taken over by forces more friendly to Nasser than to the West.



HUNTING FRIENDS just before Iraq crisis. President Nasser called on Marshal Tito in Yugoslavia. From there he hastened on to see Khrushchev in Moscow.



ARAB EMPIRE reached peak in Eighth Century when, from Baghdad, Harun al Rashid, celebrated in *The Arabian Nights*, ruled empire reaching from Spain to India.



ARAB DOWNFALL came in 1258 when Mongol Hulagu Khan took Baghdad. Attack is shown in 14th Century miniature.



TURKISH TAKE-OVER in Baghdad came in 16th when the forces of Murad the Fourth stormed the city. Turks ruled Iraq—and most Arab lands—for nearly 400 years.



AT VERSAILLES, seeking fulfillment of British promise, Prince Faisal appeared with his follower Nuri es Said (left) and a famous friend Lawrence (right) of Arabia.



WINSTON CHURCHILL gave a sop to Arabs at Jerusalem in 1921 by creating Transjordan after Faisal had lost Syria.



KING IN IRAQ, Faisal, driven from Damascus by the French, was in 1921 set up by British with new kingdom under mandate. With him, in white, is Sir Percy Cox.



MURDER OF ABDULLAH by fanatic who held he had betrayed Arabs in Israeli war made his son Talal king in 1951. Grandson Hussein (right, looking at coffin) took Jordan throne in 1953.



BAGHDAD PACT (1955) U.S.-backed earned pro-Western Premier Nuri es Said (left, with England's Macmillan, Turkey's Menderes) Nasser's hostility.



ARAB SUMMIT TALKS came in 1956 when Arab leaders met in Beirut seeking ways to help Nasser in Suez crisis.

TURMOIL IN FERTILE CRESCENT HAS ROOTS IN ANCIENT FORCES

Along the Fertile Crescent, the Arab heartland sweeping across Lebanon, Syria, Iraq and Jordan, the forces straining and sometimes breaking Arab states today began gathering 1,300 years ago. Like Arabs everywhere, the Arabs of the Crescent remember the greatness of the Islamic conquest and bitterly blame their own successive conquerors and betrayers—the Mongols, Turks, British, French and Israelis—for its dissipation.



HASHEMITE FOUNDER, Sharif Hussein was named by Turks in 1908 to be guardian of Islam's holy city Mecca.



ARAB REVOLT began in 1916 when British encouraged Hussein to turn against Turks with promise of Arab independence after war. Led by Hussein's sons, Faisal and Abdullah, Arabs fought, took Damascus with British in 1918.



TURKISH DOWNFALL in Iraq came in 1917 when British forces under Sir Stanley Maude took city of Baghdad.



PRINCE IN JORDAN, Abdullah in 1921 was made ruler, with his army under Britain's Glubb Pasha (right).



WAR WITH ISRAEL was shock to all Arabs, who suffered humiliating military defeat. Here Glubb's Arab Legionnaires fight from the walls of Jerusalem.



IRAQIS IN UPROAR, furious at U.N. partition of Palestine, reacted violently in 1948 when new treaty with England would have brought British to Iraq in event of war. Treaty was abandoned.



From left are Faisal II of Iraq, Hussein of Jordan, Kuwaty of Syria, Saud of Saudi Arabia, Chamoun of Lebanon.



UNITED ARAB REPUBLIC was formed in 1958 with Kuwaty and Nasser signing pact. U.A.R. paid back Lebanon, Jordan and Iraq for previous help by undermining them.



ARAB UNION of Iraq and Jordan was quickly established as pro-Western counterpart to Nasser's neutralist U.A.R. Here cousin kings Faisal, Hussein talk over their union.

Modern Arab nationalism, the yearning to be great again, began to take on reality with the Hashemite family, Sharif Hussein of Mecca, to whom Britain promised Arab independence to follow World War I. The promises, later confirmed by France, fell short and France overthrew a postwar Arab kingdom, Syria, by violence. But eventually two of Hussein's sons, Faisal and Abdullah, became, with British help, kings of

Iraq and Jordan. Then a man who abhors the West, Egypt's Gamal Abdel Nasser, grabbed Arab nationalism for his own, using for tools demagoguery and intrigue. It was dangerous to be any but Nasser's kind of nationalist—and to look westward was fatal. The pro-West Baghdad Pact and the Suez attack inflamed Nasser and his followers to furious action, culminating last week in murder of Iraq's king and Premier Nuri es Said.



ANXIOUS SENATORS. California's William Knowland (left) and Everett Saltonstall of Massachusetts arrive at White House for meeting with President.

AS URGENT DECISIONS PILE UP

Within 10 hours after word of the Iraqi coup reached Washington came the cable from Lebanon's President Chamoun requesting U.S. military aid. The events caught everyone, including U.S. intelligence experts, by complete surprise. After consulting with his top advisers and with members of Congress who were summoned to the White House, President Eisenhower made his decision. The Marines were ordered to land.

As the troops went ashore in Lebanon and British paratroopers landed in Jordan, the Pentagon sent out emergency orders transferring 1,600 U.S. Army troops from their bases in Germany to staging area in Turkey to back up the Marines, notified SACs to stand by for a possible emergency, and placed all U.S. Navy ships on a four-hour alert. Air Force fighter planes and additional Marines were headed toward the



INSPECTING PILOTS aboard transport ship after landing at Beirut. Commander, Admiral Jerauld Wright (left), Marine General Lewis D. Brown (right).



TENSE PRESIDENT, just after he had been briefed on Iraqi coup by National Security Council, appears at ceremony for departing AEC chief Lewis Strauss.



HURRYING AMBASSADOR, Robert Murphy, goes aboard plane for trouble-shooting trip to Lebanon.



INTELLIGENCE CHIEF, Allen Dulles smiles bravely outside White House



BRITISH VISITOR, Foreign Minister Selwyn Lloyd (left) is accompanied to the White House by Secretary of State Dulles.

REINFORCEMENTS ARE EN ROUTE

Mediterranean as stand-by reserves "This," explained a top Pentagon officer, "is what we call keeping our eyes open."

Then, with military measures under way, the President took action on the political front to prevent the emergency from boiling over into a shooting war. Following the troops, State Department troubleshooter Robert Murphy flew by jet tanker to Lebanon, where he met with Lebanese army and political leaders. In Manhattan, Ambassador Lodge was instructed on tactics in the U.N. (next page). British Foreign Minister Selwyn Lloyd flew into Washington to check signals with the U.S. After Lloyd met with President Eisenhower and Secretary of State Dulles, Britain and the U.S. announced they had agreed to limit military intervention in the Middle East, at least for the time being, to Lebanon and Jordan.



FLYING REINFORCEMENTS, men of 24th U.S. Army Division head for Turkey → in transport loaded with battle gear and vehicles. They later went to Lebanon

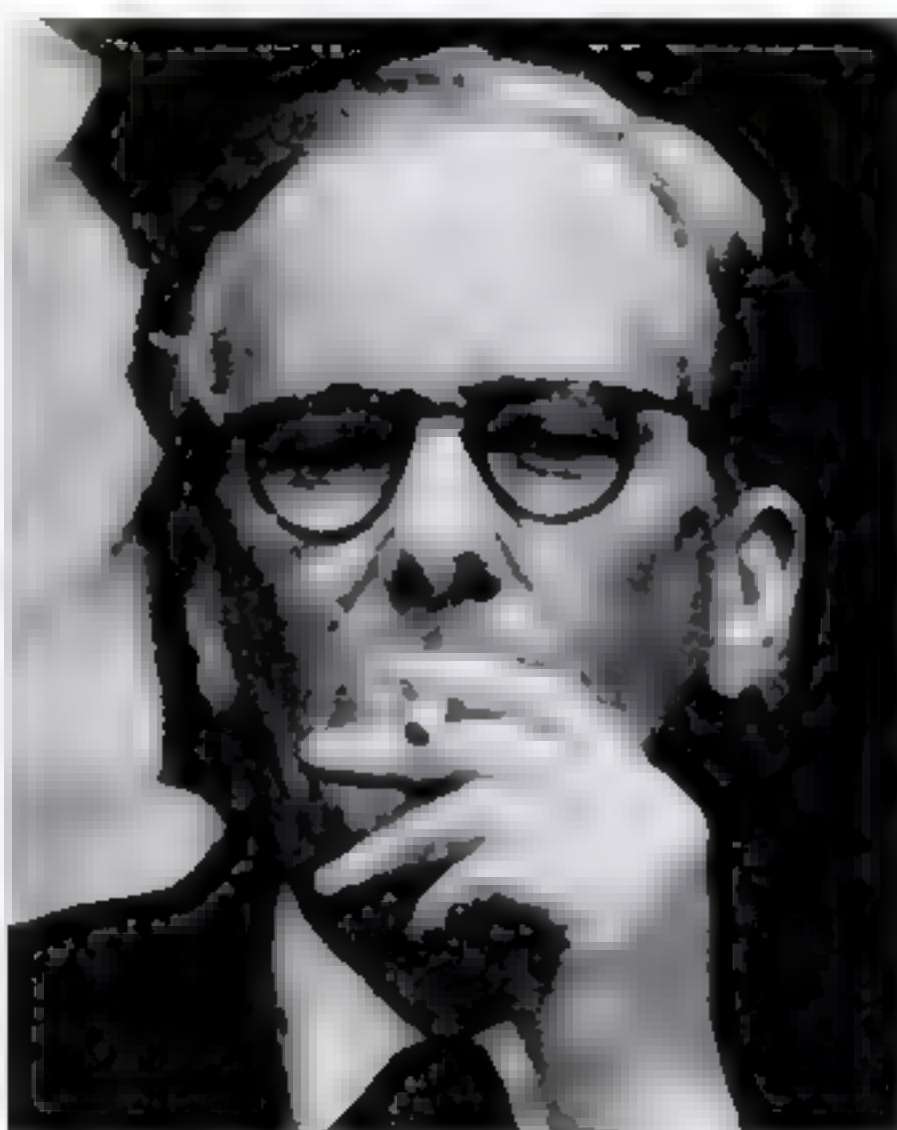
CONTINUED



REACTION IN THE UNITED NATIONS SECURITY COUNCIL



KEY WESTERNER in U.N. Security Council, U.S. Delegate Henry Cabot Lodge follows a council session.



CALM BRITON, Sir Pierson Dixon, cited historic British concern for independence of Arab states.



SARCASTIC RUSSIAN, Sobolev cited Western reports of Lebanon invasion to draw attention.



PENCIL RAISED, RUSSIA'S ARKADY SOBOLEV CASTS THE ONLY VOTE IN THE SECURITY COUNCIL FOR HIS RESOLUTION TELLING THE U.S. AND BRITAIN TO PULL



SOVIET-SWEDISH HUDDLE brings Sobolev and Gunnar Jarring together before vote by the Council.



JAPANESE-ARAB TALK finds Kato Matsuoka reluctant U.S. backer with Egypt's Omar Fathi.

DIPLOMATS WORK ON

The most dramatic response to the crisis developed in the halls of the United Nations and the great capitals of the world. In the U.N. Security Council debate, opposing lines were swiftly drawn. U.S. Delegate Henry Cabot Lodge made it clear the Marines would leave Lebanon as soon as there were U.N. forces on the ground. Russia's Arkady Sobolev demanded that the West cease its armed intervention.

Sobolev found support in an unexpected quarter. U.N. Secretary General Dag Hammarskjöld, who had taken the position that the danger in the 10-week Lebanese civil war was overstated, was visibly infuriated by U.S. The Swedes, echoing Hammarskjöld, introduced a U.N. resolution critical of U.S. intervention and demanding the U.N. observers now in Lebanon suspend all their operations.

REACTION FROM MOSCOW AND LONDON



DISTURBED SECRETARY, Dag Hammarskjöld implied U.N. observer group in Lebanon was enough.



CONTROLLED MOSCOW MOB, demonstrating outside U.S. embassy against landings in Lebanon,

numbered 100,000 and was finally broken up by policemen. Mob smashed many embassy windows.



THEIR TROOPS OUT OF LEBANON AND JORDAN

WHILE MOBS PARADE

But in the end all three U.N. resolutions—American (by a lone vote, a Soviet veto), Russian and Swedish—were beaten. The Security Council was in familiar deadlock.

At the end of the week there was a more meaningful development in Moscow. Soviet Premier Nikita Khrushchev proposed an immediate summit session of the U.N.'s Hammarskjöld, the U.S., Britain, France, Russia and India "at any place, including Washington." Khrushchev backed up his suggestion with a sweetly reasonable exhortation ("the decision of peace or war depends on you") and some typical bluster (the Soviet Union has "ballistic rockets of all varieties including intercontinental"). A U.N. General Assembly meeting was in the cards and this week the U.S. and Britain would give an answer to the Kremlin.



ZEALOUS RUSSIANS, two boys climb fence of U.S. embassy, one of them bearing a sign saying

"Hands off Lebanon." Another sign with the same slogan has already been impaled on fence at left.



LONELY LONDON PICKETS at the American embassy in Grosvenor Square carry their signs in the

rain. Although Laborites were critical, bulk of British sentiment seemed to back the Mideast landings.



NURI ES SAID, shrewd and powerful politician, was in 17th prime ministry when rebels killed him.



BEREAVED FIANCEE, Princess Fazilet of Turkey, 17, was to marry Faisal after school in England.



KING FAISAL, 24-year-old grandson of Iraq's first king, was assassinated in the 20th year of his reign.

MARTYRED IRAQI PREMIER LEAVES A LAST TESTAMENT

The following article was written for LIFE by Iraqi Premier Nuri es Said. Since then he has been murdered for his beliefs so that the views expressed here now represent the political testament of an Arab leader who believed in the West even though Western policy in the Middle East dismayed him.

BY THE LATE PREMIER, NURI ES SAID

THE American decision in October 1956 to defend the Middle East was one of the critical events of the middle 20th Century. In swift succession the U.S. saved the independence of Egypt, served notice on Moscow under the Eisenhower Doctrine that it would fight to block Communist imperialism and dispatched the Sixth Fleet to bolster King Hussein against subversion in Jordan. These were acts of courageous statesmanship, but it is clear today that they were not enough. Support for U.S. policy in the Middle East is declining so seriously that it is becoming a political liability for an Arab leader to cooperate with it.

The explanation goes back to President Eisenhower's speech Jan. 5, 1957 asking Congress to act against Communism in the Middle East. "This program," he said, "will not solve all the problems of the Middle East. . . . There are the problems of Palestine and relations between Israel and Arab states, and the future of Arab refugees. . . . The United Nations is actively concerning itself with all these matters, and we are supporting the U.N." But neither U.S. nor U.N. took any significant further action. This was shortsighted. The problems put aside by Mr. Eisenhower are those which made it possible for Communism to gain a foothold there. Until they are removed more explosions are inevitable.

Americans, I am told, have had a bellyful of Arab intransigence about Israel. To speak bluntly, responsible Arab leaders have had a bellyful of American blindness to this problem. Americans seem incapable of comprehending the profoundly bitter, even pathological, attitude of Arabs toward the Jews of Israel. This is perhaps an ugly thing, but it is basic to the seeming Arab compulsion to flirt with suicide.

The American, I am told, relates his feelings toward Jews, and thus toward Israel, to the photographs he recalls of the victims of Belsen and Buchenwald. This is an understandable attitude but it is foreign to the Arab viewpoint. The Arabs do not share the West's guilty conscience about Hitler. On the contrary, they feel they are victimized by it.

When the U.N. voted to partition Palestine in 1947 the Arabs fought. But they were humiliated, and the terror that drove a half million Arabs from Palestine has never diminished. Abandoned by the West, maddened by frustration, the Arabs inevitably were tempted by the honeyed promises of Communism. It remained for Gamal Abdel Nasser—himself a reaction to foreign abuses in Egypt—to make the critical move: his purchase of Soviet arms in the fall of 1955, on the excuse that he was "pushed" by Western refusal to provide arms on acceptable terms. No Arab could deny the moral compulsion of his move, then or now.

It was nevertheless a decision based on emotion, and as such it was politically stupid and damaging to the Arab cause. Nasser captured the passionate support of millions of Arabs, but he failed to understand

that the West would not tolerate Russian influence in the Middle East. He failed to understand that the West would not grant the Arabs the luxury of neutralism, that this area is too decisively vital to the West for that sort of foolishness. He failed to understand that the Middle East is inextricably tied to the West economically—there is no other big market for Arab oil, for example. Despite a soldier's background, Nasser overlooked the military reality of Russia's incapacity to defend the Arabs if they made an enemy of the West, as Nasser was doing.

The Suez war was the predictable pay-off of Nasser's policy, and it came terribly close to generating World War III. The Russians spoke publicly of intervening. The U.S. until then was still mulling over a policy for the Middle East. The Russian threat brought instant decision in Mr. Eisenhower's warning to Moscow to stay out. The U.S. then took forceful steps to bring the weight of American power to bear against friends of the Communists in the Middle East. Nasser invited this, however unfair it may seem to him as a victim of clear-cut foreign aggression.

But the new U.S. policy created new frustrations. First, it directly affected the Arab-Israeli dispute because the massive intervention of U.S. power gave the Arabs no choice but to go along with the U.S. Second there was an understandable tendency in the West to favor Israel on immediate issues. Third, the U.S. successes against Communism tended to create complacency toward the question of Israel.

It is now clear the U.S. is reverting to a familiar state of mind: that Israel is an embarrassing, second-priority problem, as compared with the clear and present danger of Communism, and may therefore be put aside. To Arab masses the reverse is true: Israel is the clear and present danger, Communism secondary. This is a fallacy. The evidence indicates Communist tyranny is probably a lot worse than Israeli tyranny, but it is impossible to sell this concept to Arabs.

For the West's enemies this is a windfall. They need new bogeymen and nothing works better than to invoke the specter of Israel. In Jordan, King Hussein managed to avert disaster through skill and courage, and U.S. backing. But his position is dangerous, and in Jordan two thirds of the people are desperate Palestinians who react like tigers to Israel. If Hussein's leadership fails indefinitely to bring a Palestine settlement, it may be impossible for him to survive.

So what do the Arabs want? The record suggests it doesn't much matter. The world seems so utterly indifferent to the fate of a million Arab refugees that U.N. members are even defaulting on their support. As far as is visible from Baghdad, neither the U.S. nor any other big power is even discussing our claims against Israel. The sense that the West has abandoned us is as strong as it was in 1955 before Nasser electrified the Arab world by his arms deal with Russia, or even stronger. We who believe in the West warned them of ultimate disaster. We were ignored and the disaster came. Disaster is equally predictable today. If it came once the Nasser way, it could be a Communist coup next time. Speaking as an Arab and friend of the West, I'm fed up. Most responsible Arabs feel the same.

U.S. intervention in the Middle East so far has amounted to only a fire-brigade action. The next outbreak may not be so easy to quench.



THIS ROOM RESERVED
FOR DELEGATES



A MISSION OF CLARIFICATION

"Once you go into an Arab country you're an outsider," said a veteran U.S. military adviser in the Middle East. In Lebanon we are "outsiders" because its civil war is largely a family quarrel in which a cop, even when one of the parties summons him, is never welcome long. President Chamoun and General Shehab had both been using the rebellion for purposes of their private feud. The Marines' presence will doubtless hasten the ending of this feud.

But the Lebanese trouble was not our real reason for going in; it was the revolt and assassinations in Iraq. And that makes us "outsiders" to most of the Arab world. By a show of force, we have attracted all the diffuse hostility the unhappy Arab world has so long felt toward "Western imperialism." For this obloquy not only our Zionist policy but the lying vituperations of Nasser's Radio Cairo had already prepared the way.

Eisenhower and Dulles knew all this when they decided on their momentous step. It was justified because the alternative—i.e., to do nothing—would have been even worse. More important, the Eisenhower action can be fully justified only by what he does in the days and weeks immediately ahead. The U.S. must press on to a showdown with Nasserism.

When the U.S. stopped the Suez war, it took on a moral obligation to see to it that our way of handling Nasser would secure Western Europe's rights and interests in the Middle East, including its interest in a steady flow of oil. The oil has kept flowing. But Nasser's power in the Arab world, far from having been guided into peaceful channels by U.S. diplomacy, has become more menacing to the sovereignty of his Arab neighbors as well as to the rights and interests of the West.

The Iraq revolution was brutal notice of how far this dangerous power can reach. It openly threatened the lives and governments of King Hussein of Jordan and President Chamoun. Had the U.S. not answered their cries for help, our failure would have magnified a thousand times the import of our failure to do anything about Free Hungary's cry for help in November 1956. It would have virtually announced that the U.S. is too fearful of its own might ever to help anybody anywhere.

Having avoided that catastrophe by vigorous action, we are now in the lesser evil of the Middle Eastern political quagmire. Except for non-Arab Turkey and Iran, none of the countries there affords us much sure footing. In young King

Hussein of Jordan we do have perhaps the only personality in the Middle East who is capable of rallying some popular support against Nasser's underground imperialism. At least he can stand up straight, act with decision, make a good speech and represent the ancient Hashemite tradition of Arab piety and honor. Were he also the enlightened king of a viable country like Iraq, he might come to represent a saner brand of Arab nationalism than Nasser's.

As the heir to his murdered cousin Faisal, King Hussein has an impeccable legal right to march on Baghdad and restore Iraq to the Arab Union. Whether the U.S. and Britain should help him in this task is another question to which the official and prudent answer, for the moment, is probably no. But it would be folly for us to forfeit King Hussein's claims, or to recognize the rebel government of Iraq, until we know a lot more about it than we do now. We must demand the clearest proofs of its intentions, its independence and its ability to act in good faith. Are the rebels friends or foes of the U.S.? Are they mere puppets? We must exact an unmistakable answer, with guarantees of performance.

This is the kind of clarification which alone will have justified the awesome show of military might we have debouched upon the ancient lands. Things will never be the same again in the Middle East. The situation, at year's end, will be much better for us—or much worse. At whatever risk and cost, we must make the situation better in the Middle East—for us, for law and order, and for human progress. Either that—or admit that the U.S. has taken a hell of a licking. This is what we mean by clarification.

The mystery that most needs clarifying of course is Nasser himself. Senator Fulbright complains that U.S. Middle Eastern policy has refused to decide "whether Arab nationalism epitomized in Nasser—was a force with which we should try to work or just a force which we should oppose." The charge is truer than the answer is easy. The U.S. government has the further right and duty to oppose Nasser's aims wherever they conflict (as in Iraq) with international law and civilized procedures. But the Arab nationalism (*see below*) of which Nasser is the No. 1 living symbol cannot be opposed wholesale. This ideabatic force, its nature and aims, are the next big puzzle to be clarified in U.S. opinion and policy. Having Marines on the scene not only makes this clarification urgent but puts us in a better position to achieve it.

AL UMMA, AL URUBA

The idea of Pan Arab unity is one that Arabs have not made very clear to the West. The old Arab League intellectuals, for example, would give it quite a different interpretation from that of Nasser's *Philosophy of the Revolution*. The two key interlocking phrases, *al Umma al Arabiah* (Arab nationhood) and *al Uruba* (Pan Arabism), are powerful but imprecise. Hence the timeliness of a forthcoming book by Dr. Fayez A. Sayegh called *Arab Unity* (Devin-Adair) which explains the movement as a learned West-conscious Arab sees it.

According to Sayegh, Pan Arabism has always been more an ideal than a blueprint and "has produced no nationalist philosophy of its own," borrowing instead from Europe (it would have done better, he thinks, to have studied U.S. federalism). Much of it was a negative reaction to foreign control, which has invariably fragmented the Arab people into unnatural divisions. Small wonder Nasserism leaps the boundaries of Arab states, since most of these states are less than 40 years old and attract little or no popular allegiance compared to the Pan Arab ideal. And this ideal will remain alive

and potent, says Dr. Sayegh, "until all Arab lands have been brought together within a unified political system."

Dr. Sayegh calls the aims of the movement (independence, social progress and unity) a natural and legitimate "yearning for political health." Nasser's U.A.R., with its appeal for adherence by all Arab states, is a landmark in the modern fulfillment of this yearning; the Hashemite Arab Union, by contrast, he feels, is a "palpable improvisation" echoing the old parochial Arab Revolt of T. E. Lawrence's time. Nasser himself, representing a new and "constructive" phase of Pan Arabism, is "the supreme embodiment of Arab dynamic nationalism in power." Neither oil nor Communism is mentioned in Dr. Sayegh's book.

Pan Arabism is a challenge on which the U.S. must keep an open mind. Nasser's performance to date, unfortunately, is a far from reassuring embodiment of the Pan Arab (or any other) ideal. Western policy must deal with facts while awaiting evidence from Nasser himself that his goals are as healthy as Dr. Sayegh makes them seem.

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HOPING FOR A SIGHT OF ROYALTY, VICTORIA, B.C. MATRONS ON LAWN OF EMPRESS HOTEL SHOUT "WE WANT MARGARET" AS THEY POINT OUT HER SUITE



BEDECKED INDIAN, Andy Frank, at tribal dances for Margaret in Courtenay, wears wooden headdress.

CANADA MEETS ITS PRINCESS

To celebrate British Columbia's centenary, Britain's Princess Margaret—a veteran of native dancers on her east African tour and of calypso bands in the West Indies—made her first trip to Canada. On a month-long tour she found subjects just as eager to honor her. But now, in the most British-minded province of Canada, she found along with Indian costumes (left) more familiar types (above and right).

Amid all the festivities, however, Margaret seemed less vivacious than on past royal tours. Through a serene exterior came glimpses of a sad, 27-year-old girl, dutifully resigned to her often wearisome royal duties (next page).

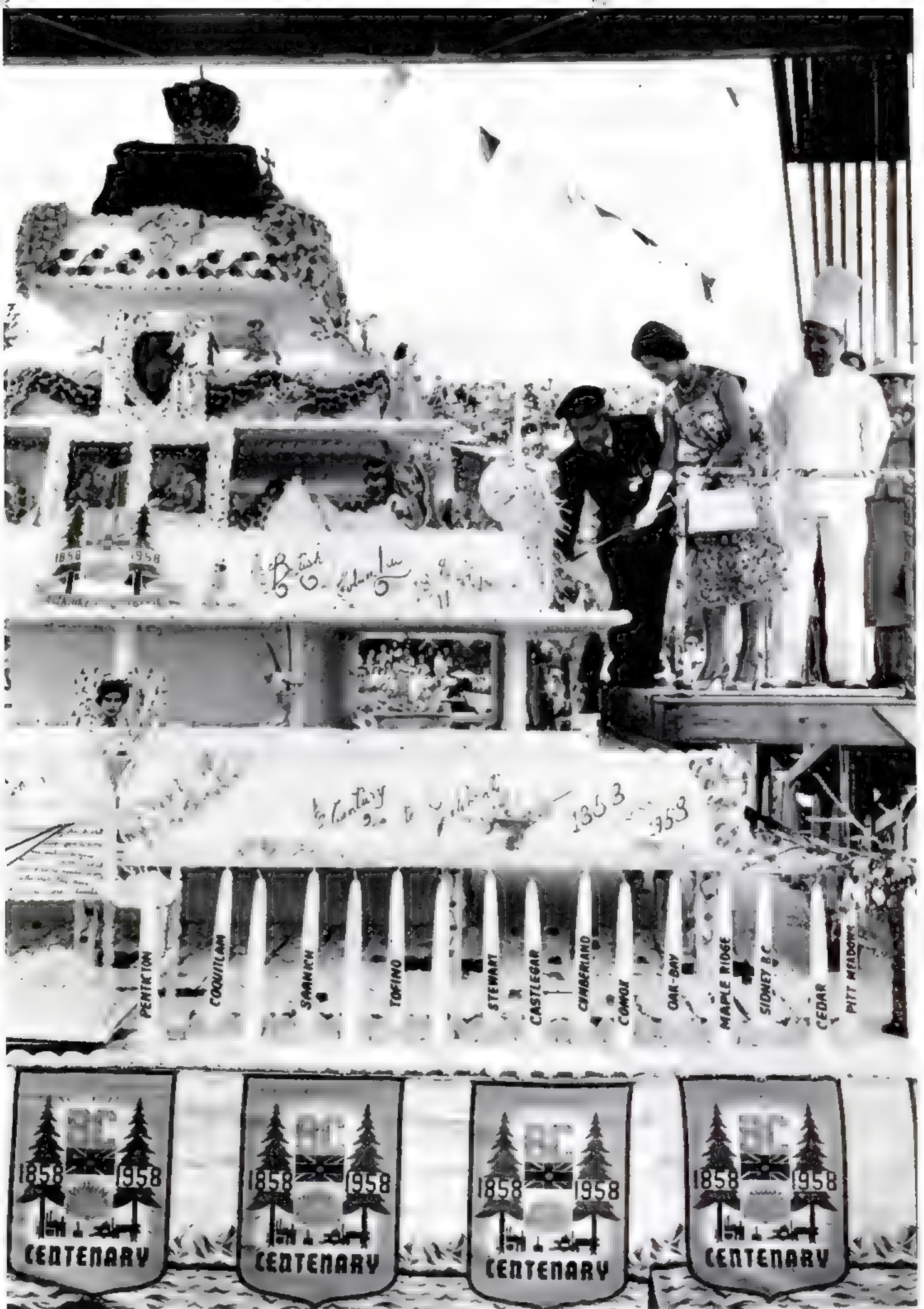


BEMEDALED OFFICER, Navy Lieut. Edward McFayden, marshalls Girl Guides for princess' arrival

WORLD WAR II VETERAN DAVID KENYON HAS MEDALS PINNED TO HIS PILLOW, ALTHOUGH HE LIES UNCONSCIOUS DURING MARGARET'S TOUR OF HOSPITAL

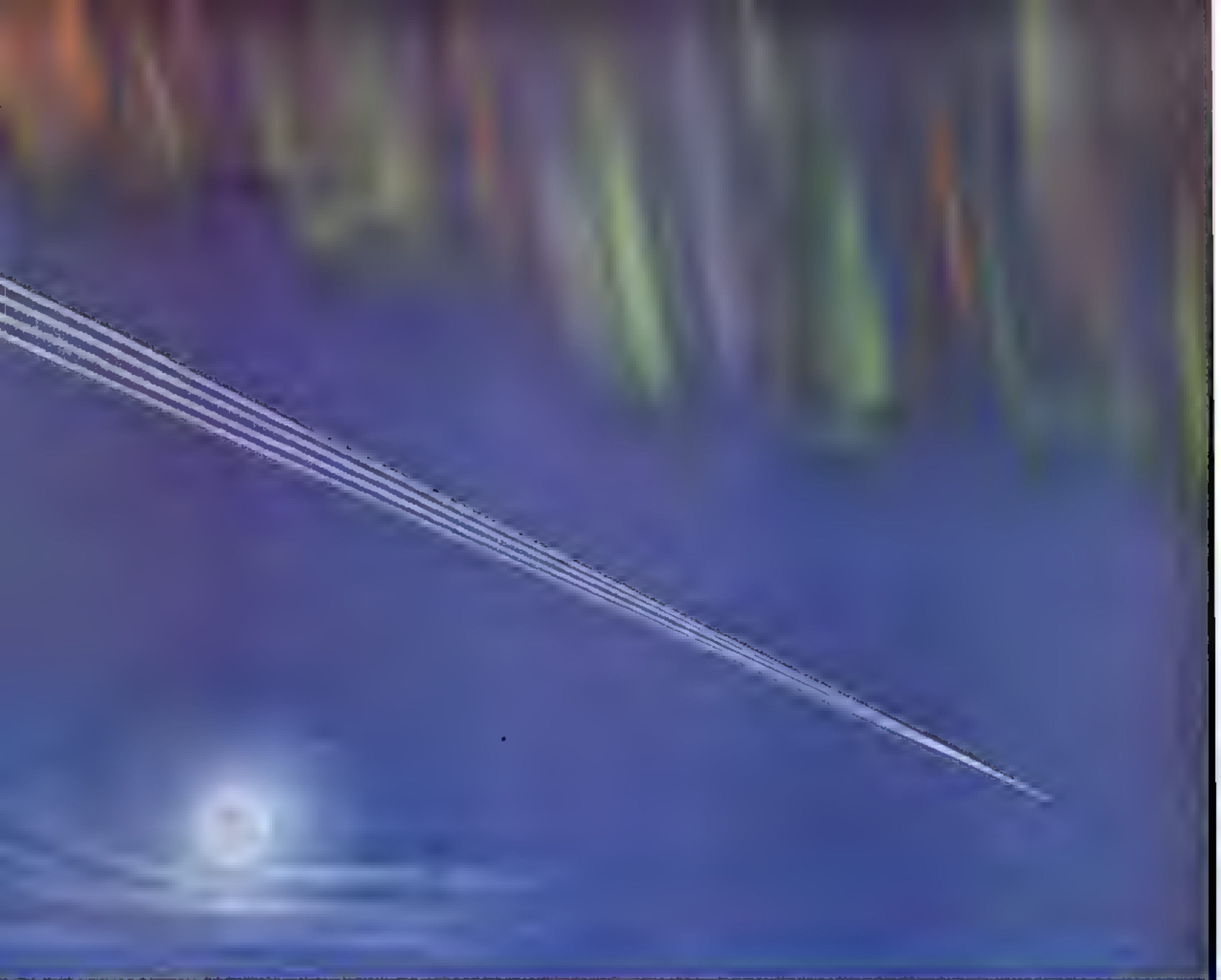


CONTINUED



PRINCESS' CHALLENGE is monster cake honoring B.C.'s centenary. She cuts it, using a sword while chef who built cake beams with pride. Except for place

princess is cutting, cake is protected by frosted wood. Its decorations include candles for B.C. towns, pictures of Royal Family and, at summit, the British crown.



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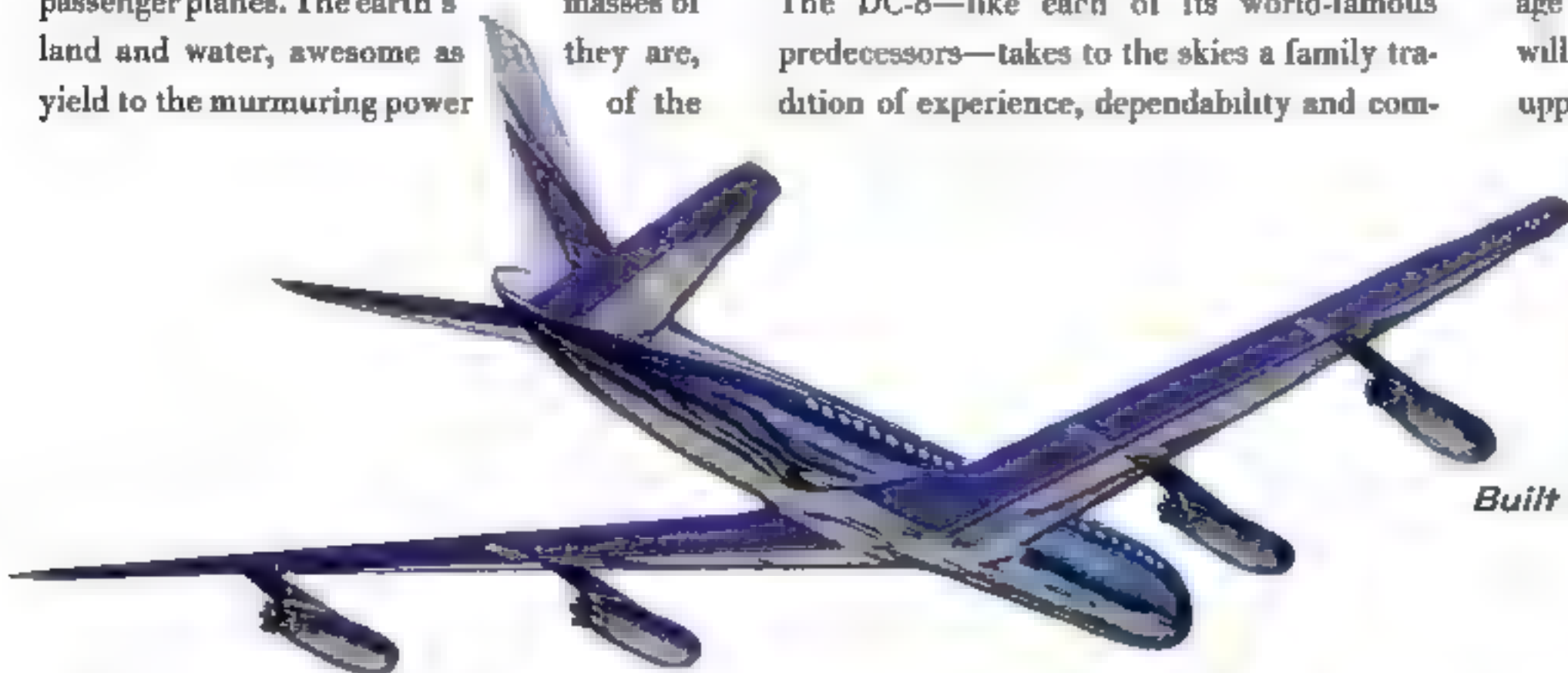
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McCone, New Boss for AEC

WHEN John A. McCone was sworn in last week as chairman of the Atomic Energy Commission, he moved into one of the toughest, most controversial jobs in Washington. A quiet-spoken businessman, he has an outer calm that conceals an inner drive which propelled him first to great wealth and now to head of the all-important AEC. He is a good friend and golf partner of Dwight Eisenhower.

McCone was also Harry Truman's under secretary of the Air Force and helped write the 1948 Finletter Report on survival in the air age. "From that time," says 56-year-old graduate engineer McCone, "it has seemed to me that nuclear strength is our best defense—and the only means by which the U.S. and its allies can overcome the Communists' enormous numerical superiority."



IN his new Washington office, John McCone smilingly shows off his new AEC badge stamped "permanent."

"If I can accomplish anything at all, I hope it will be to bring about

a reconciliation of views between the Congress and the AEC. I've got a lot to learn about my new job. But I intend to use the advice I heard in a recent sermon; the priest said, 'When your knees begin to buckle, just kneel.'"



IN the patio of his new home near Los Angeles, McCone consults with Admiral Lewis L. Strauss, his predecessor as chairman of the AEC.

"This was primarily a social visit, but we also talked over the organization of the commission, and he told me how he distributes his time and discharges his many responsibilities. It is a great privilege

to return to public service, particularly as successor to such a capable and farsighted administrator as Admiral Strauss. Count me among his great admirers. In general, people tend to overestimate the sacrifice of going into public life. Rosemary's chief worry is how to move our dogs to Washington. That's turning into a bigger problem than how to move us."



WITH his wife Rosemary, McCone stands under a chandelier in their just finished Georgian mansion at San Marino.

“Some advantages of public life are pretty hard for a wife to see. We hate to give the house up, but it is here to come back to. Much as I may enjoy public service, returning here will be something that we can look forward to.”

AFTER swearing in, McCone is congratulated (right) by Senator Hickenlooper of Iowa. In center is Senator Knowland.

“The AEC chairman is appointed by the President and my job, as I see it, is to carry out his policies. I have ready access to the President. I am also on the National Security Council, the mainstream of national policy-making on nuclear matters.”



AN 85 golfer, McCone here plays in Pasadena. He has his own small private course at home and was Eisenhower's host at the Pebble Beach course.

“It makes me self-conscious to be photographed playing golf. If my form looks bad, then everyone laughs at me. The thing I like about golf is not only the exercise and competition but the socializing. I've beaten a good many Republican my players but I've found large score a social life.”



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Quiet, methodical, often unsung are the courageous efforts of Social Workers in the war against juvenile delinquency.

Should your Child be a Social Worker?

by Russell W. Ballard

Director, Hull House, Chicago (As told to LLEWELLYN MILLER)

I AM frankly envious of the young men and women who are starting careers as Social Workers today.

My profession is so very young that a vast, almost totally unexplored field of endeavor is before the newcomers to it.

Each time I make that statement in public, I hear a murmur of argument,

"What's new about Social Work? Some people have needed help, and others have been giving it since the beginning of time."

That is true, too.

Man's need of help in time of peril, poverty, decision, sickness, infancy and old age is as ancient as man.

But the meeting of such needs as a *profession* is a

product of this century.

It was only 69 years ago that one of the great pioneers of modern social service opened the doors of Hull House.

Wealthy young Jane Addams was a college graduate, but she had no training as a Social Worker when she moved into Chicago's most dismal slum and founded her Settlement House on the principle, "One does good, if at all, *with* people, not *to* people." There was no training to be had.

No formal education for Social Work was available in this country before 1898. In that year the first training program on record was offered—a college course of six weeks.

Today, six years' study at college level is required for

professional standing, and we have 60 accredited Graduate Schools offering Masters Degrees in Social Work in the United States and Canada.

All services, opportunities and rewards in the field have expanded with equal, almost explosive rapidity.

For example: before World War I, Social Work was supported almost exclusively by church and philanthropic groups. Their efforts were directed in largest part to emergency aid for the sick, hungry, orphaned and otherwise helpless among the extremely poor.

Today, Social Workers deal with problems of the total community, backed by federal, state, county and municipal funds that run into the billions, as well as by the agencies supported by voluntary contributions. We serve people of all income and cultural levels because, as a nation, we have taken giant strides in the last 25 years in recognizing that citizens with emotional and mental troubles can scar the community just as surely as those impelled to desperate measures by the pressures of poverty and ignorance.

Social Work today

All of this has happened so fast that many parents are unaware that Social Work is now one of the most diversified, as well as one of the better paid, of the helping professions.

What does a Social Worker do?

Let's take a look at Case Workers, Group Workers and Community Workers at some of their many tasks:

Here is a Psychiatric Social Worker in a Child Guidance Clinic working with a twelve-year-old girl who is a chronic runaway. Trying to solve her emotional problems in their early stages may save the child, her parents, other parents and the community heartbreak and expense in the future.

Here is a Medical Social Worker with a patient who has just been told he has tuberculosis. She is helping him and his family accept the diagnosis with courage and plan for the long term of recovery that will take him away from them and off a payroll.

Here is a Public Assistance Worker gently questioning an old man, far past earning age and alone in the world, who needs medical care, a place to live and enough income to live on.

Here is a young man in conference with the Personnel Director of a manufacturing plant. He is a Parole Officer seeking jobs for men shortly to be released from prison so that immediate income will give them a chance to avoid trouble as they make a new start.

Here is another man in conference with a Governor. He is the Director of a Mental Health Association, advising about better services for the mentally ill.

Here is a Group Worker from a Community Center hanging around a pool hall. He has spent every afternoon for many weeks making friends with leaders of a tough teenage gang. The boys are still suspicious, but they have agreed to organize a basketball team and try "slaughtering" a rival gang in the gym—rather than with switch knives. Many of them will never go back to street corner loitering and vandalism.

Here are other Group Workers attached to Campfire Girls, Girl Scouts, YWCA, YMCA, YWHA, YMHA, aiding healthy and happy youngsters prepare for good citizenship.

Here is a Settlement Worker aiding newly arrived Hungarian refugees, who know little English, with the problems that beset them in a strange land.

Here is a Child Welfare Worker visiting the home of a couple who hope to adopt a baby.

Here is a School Social Worker talking with parents and teacher about a highly intelligent pupil who cannot learn to read. Why? What can be done?

Here is a Family Counselor listening to a couple in the offices of a Family Service Agency, and helping them avoid a break-up of their marriage.

Here is a young woman in uniform working out a problem with a soldier. Army and Air Force commission both men and women Social Workers for service at home and overseas.

Here is a teacher of Social Work on her way to India for a year as an exchange professor.

And here is a researcher, occupied with records compiled by Social Workers in their daily contact with people, finding new knowledge about why people behave as they do.

From this list, you can see that a large part of Social Work today is directed toward locating trouble and correcting its cause before it gets a flying start . . . a rewarding way to spend a lifetime.

Preparation and pay

There are many people who do not have degrees who are doing enormously valuable jobs in Social Work today. We could not get along without their faithful, effective assistance.

However, parents should face the fact that there are no short cuts to the most interesting and financially rewarding top positions.

A career in Social Work—as opposed to employment with a limited future—calls for six years' study at college level: four years in any college or university in a general course that ideally includes economics, sociology, social anthropology, political science, psychology and statistical method; and then two more years in one of the accredited Graduate Schools offering the specialized training and supervised field work that lead to a Masters Degree in Social Work.

This is not so expensive an education as it seems at first consideration.



As science lengthens our life span, helping solve the problems of the aged is an increasingly important function of Social Welfare Agencies.

There are more scholarships available to graduate students in Social Work than in many other fields. The need for trained people is so great that a number of agencies are paying a large part of Graduate School expenses for outstanding students in return for a period of work, at full salary, after graduation.

Salaries, once very low, now compare favorably with those of people in other helping professions—teachers, clergymen, psychologists, nurses and librarians. For this reason, an increasing number of young men are choosing Social Work as a career.

In 1930, only 13 percent of the students in Social Work Graduate Schools were men. Today the figure is 40 percent.

The national average starting salary for 1957 graduates was \$4,715 for men, and \$4,565 for women.

Again because of the demand for trained people, advancement can be quite rapid to supervisory and administrative positions commanding between \$7,500 and \$10,000, and I know of several executives who draw \$25,000. Such high salaries are the exception, but this is clear proof that Social Work does not demand a vow of poverty, as many people mistakenly believe.

Rewards and drawbacks

One of the most tempting aspects of Social Work is its almost boundless horizons. It is exciting to be a part of something that is just coming into its own.

In 1920, so few people made their livelihoods in Social

Work that the U. S. Bureau of the Census did not make a separate count of those in it.

Today, we have close to 100,000 salaried Social Workers and we need 12,500 more each year. This means that ambitious young people can move readily from one interesting job to another in search of variety of experience and opportunity for promotion.

"But don't you find it depressing to see nothing but the seamy side of life, day in and day out?" is a question we hear often.

True, it takes an emotionally mature person to stand the constant assault on the compassions. Our training prepares us to concentrate on what can be done for—not what has happened to—a client. But there isn't a



Trained Settlement Workers help newly-arrived refugees to this country adjust to a new way of living.

Social Worker worth his salt who does not feel deep concern for many victims of ugly circumstance, thinking, "What if this were my child?"

This demand on sympathies is in no way unique to the Social Worker, however. The doctor, the nurse, the clergyman deal incessantly with pain, anxiety and trouble, too. They also find that the drawbacks of a helping profession are nothing compared to the shining rewards of turning knowledge and skill to use for others.

Better than any amount of money or medals to me is my memory of the turning point in the life of a boy sent to me as an incorrigible.

"Now that I've got somebody on my side, I've got somebody to be good for—and I won't let you down," he said, and he hasn't. Today he is a leading citizen of his small town, father of a fine, steady set of boys of his own.

Besides, our work is by no means exclusively with those who are a burden on the community or a threat to it. The Social Worker is in alliance with the judges, lawyers, leaders in government, teachers and other professional people on all levels. Our work is for—and with—the total community.

Hard to take, sometimes, is the feeling that your job is never done, no matter how much you do; and your failures can keep you awake nights wondering, "What did I do wrong? Where did I miss my chance with that upset child, that troubled and trouble-making teen-ager or adult?"

But what job worth doing is a featherbed?

People in Social Work

Severe as is the need for trained people, there is no room in Social Work for the half-hearted, the selfish, or those chiefly concerned with the comfortable security it offers.

Social Work is a science and an art. It is also a calling, demanding special qualities of both heart and mind. It is not only a way to make a living. It is a way of life.

I should be used to hearing it, after all of my years in the business of helping people, but I still get mad when the nickname of "Do-gooder" is used, as if there were something faintly impractical and unforceful about making a career of aiding others.

In the first place, what's *wrong* with doing good?

All civilization is based on concern for others. Without it, no family, or tribe or state can hold together. Our very nation is founded on a document concerned with the welfare of all—the Constitution of the United States.

Social Workers are patriots in the truest sense of the word. They shore up democracy by working in the spirit of peaceful change for the betterment of all, and don't think that there is anything easy or unforceful about winning peaceful improvement.

Young men and women who choose Social Work join a band of hardy fighters. Behind them is a great army of battling "Do-gooders" who are literally the architects of scores of the benefits and protections we take for granted today.

Very few of us will win monuments of stone, or any other symbol of fame, before we leave this life—and of what value is a statue erected after you are gone, compared to the living monuments each Social Worker can point to as his own?

The Social Worker's monument is people, steeled in distress, encouraged in education, guided to the good citizenship and the ideals of democracy that, in final analysis, are the only security of the whole community of man.

That is why I think "Social Worker" is the proudest title in the world, and the proudest parents should be those whose children are mature enough to take for their own the words of Horace Mann, "Be ashamed to die until you have won some victory for humanity."



HOW TO HELP YOUR CHILD HAVE THE CAREER HE WANTS

Many factors will enter into your child's choice of a career: his interests, his ambitions, his abilities, the counsel he receives from teachers, friends and family. But, most of all, it will depend on his opportunities to get the training he needs to enter the field of his choice.

Even though his college days are still years away, it's never too soon to start making sure that your child will have the opportunity to continue his education when the time comes.

Your New York Life agent has chosen as his career the business of helping families plan for the future—for education, for retirement, for all the things which life insurance helps make possible. Through training and experience he has become a highly qualified specialist. You'll find him both able and willing to help you.

Booklets available on many careers

This article on Social Work is one of a continuing series on career opportunities for young men and women. Thus far, similar articles have been prepared on Newspapering, Law, Medicine, Accounting, Teaching, Architecture, Aeronautical Engineering, Electronic Engineering, Public Service, Farming, Chemistry, Selling, Nursing, Starting a Business of Your Own, Pharmacy, Dentistry, Banking, Printing, Home Economics, the Mineral Industry, Personnel Work, Retailing, Atomic Science, Librarianship, the Armed Forces, Engineering, Food Retailing, Medical Technology, Traffic Managing, Secretarial Career and Scientific Career. Each is available in booklet form and will be sent to you on request. You'll also find additional help in our free booklet, "The Cost of Four Years at College." Just drop a postcard to:

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PLASTIC PAINT, PEELLED OFF IN SHEET FORM, MAKES TRANSPARENT ENVELOPE THAT LOOKS LIKE SHOWER CURTAIN

Painting with Plastic

One of the homeowner's major maintenance headaches is painting his house. Every four or five years, there he is again with his long a-warm with ladders and slow-motion painters. Newest attempt to ease this recurrent ordeal is a water-base plastic paint. The new paints are extremely tough and can be applied to wood, and to masonry—brick or plaster without the priming that is necessary for oil paint.

If the homeowner wants to do the job himself he has several advantages. If the paint dries it can be readily washed off with soap and water. It spreads easily, leaves practically no brush strokes. Unlike oil paint, it can be applied in damp or rainy weather, thus getting the job finished sooner. And when it dries the paint forms a protective sheet, actually wrapping up the house in a durable plastic package.



DEMONSTRATING PAINT, technician in Glidden lab paints flat surface, pulls off dry strip 15 minutes later.



PAINTING ON BRICK, housewife finds plastic paint easy to apply. It can be applied with either brush or roller.

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Breakfast-in-a-Glass

Great new **Hot-Weather** breakfast idea
from **QUAKER OATS**

Drink your breakfast
this refreshing, easy way –
it's nourishing, high-protein oatmeal
– with milk and sugar and fruit –
it's breakfast-in-a-glass
– it's cool!

*...with all that
wonderful protein!*

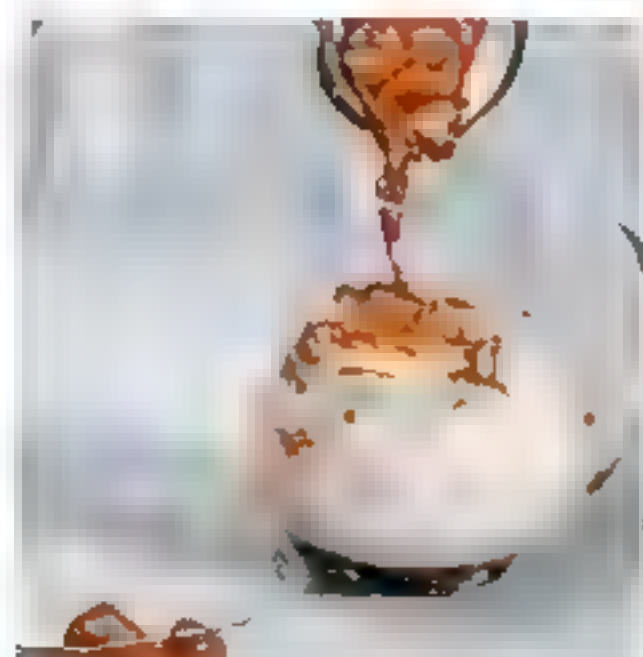


Quaker Oats and Mother's Oats are exactly the same

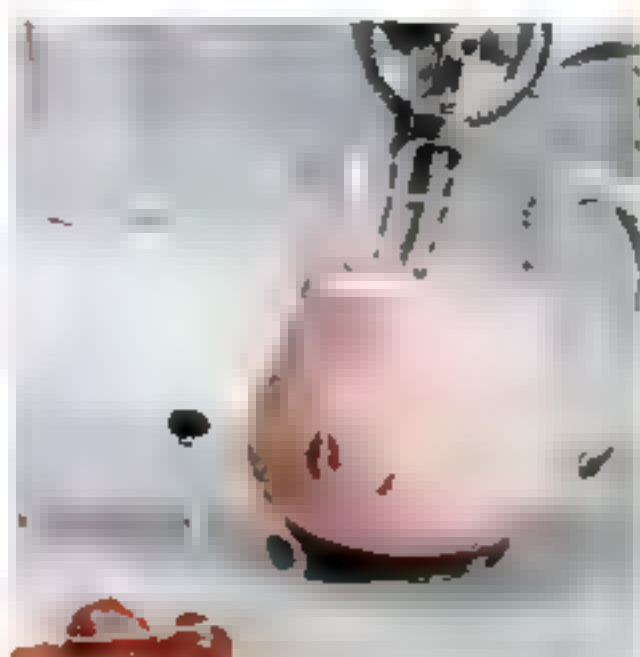
SO EASY TO MAKE...



For each Breakfast-in-a-Glass
put $\frac{1}{3}$ cup cool, cooked oatmeal
and 1 cup milk in a container.



Add $\frac{1}{3}$ cup crushed strawber-
ries or any favorite fruit; add
sugar to taste, vanilla if desired.



Blend with hand beater or elec-
tric mixer until creamy smooth.
Serve immediately in glasses.



For sparkling pictures big as life

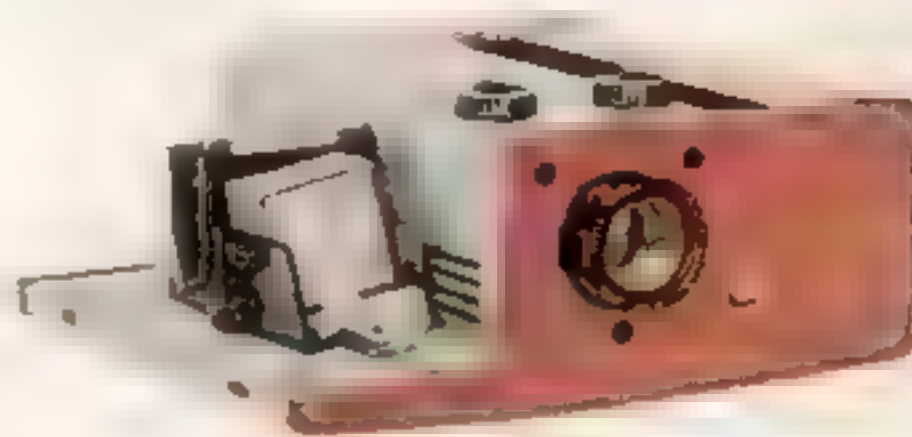


"Turn on" your happiest moments...

Your living room becomes a theater when you project Kodak 35mm color slides. Brilliant, lifelike color pictures bring back your fun *big as life!*

You can also see your slides sparkle in a pocket-size hand viewer. Or have color prints made, from wallet-size up to beautiful 8 x 10 enlargements.

It's easy to advance to 35mm photography with one of these simplified new Kodak cameras. You'll get pictures you'll be proud to share the first time you try. Why not make the move-up this weekend?



NEW! Kodak 300 Projector. Shows slides *big as life!* Has exclusive new Kodak Readymatic Changer. \$64.50 (with magazine changer, \$74.50). New 500-watt model with Readymatic, \$74.50 (with magazine changer, \$84.50). *Or 10% down.*



NEW! Kodak Cavalcade Projector. You turn it on... it does the rest. Changes slides all by itself while you enjoy the show. Each slide held in its own steel protector. Fast $f/2.8$ lens. Remote control included. \$149.50 or \$14.95 down.

...Kodak 35mm color slides!



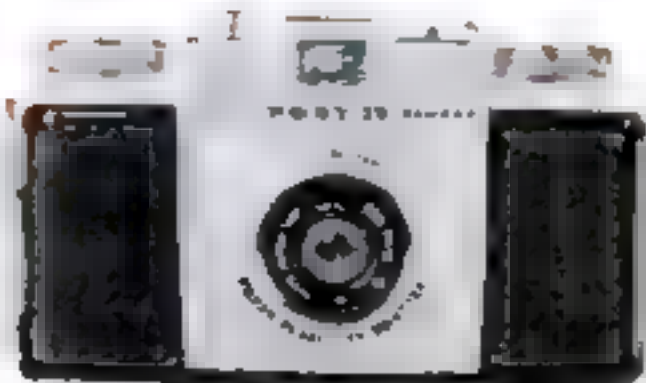
Kodak Signet 50 Camera makes slides easy as snapshots—even reads the light for you!

- Built-in meter tells correct exposure in *any light*
- Each exposure electrically *measured*—to be color-right!
- Ultra-fast $f/2.8$ lens—fast shutter—for every situation!
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- Easy drop-in loading—fast-action thumb-lever film winding!
- With flash unit and two reflectors \$82.50, as little as \$8.50 down! Let your dealer demonstrate this exciting camera. Prices are list and are subject to change without notice.

It's made by Kodak—so you know it's good



NEW! Kodak Pony II Camera. Easiest way to advance to Kodak 35mm color slides! Fast loading; two simplified settings to make Precision-made... and looks it. \$26.75 or \$3 down.



NEW! Kodak Pony IV Camera. Has all the simplified features of the Pony II—plus a fine, fast $f/3.5$ Kodak Anastar Lens, and shutter speeds to $1/250$ second. \$39.95 or \$4 down.



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PILGRIMS, walking through lush meadowlands against background of Pyrenees mountains, journey to Lourdes from village of Bartrès, where Bernadette spent part of youth. Nearby are fields where she tended sheep.



Louirpes

SHRINE'S 100TH YEAR INSPIRES A GREAT SPECTACLE OF FAITH

Through the mountain meadows of southern France and from the far corners of Christendom some eight million pilgrims are journeying to the great Catholic shrine of Lourdes. They have been coming for decades in increasing numbers, but this year their number will exceed all others for it is the 100th anniversary of the time that young Bernadette knelt in rapture before a low stone grotto and saw her visions of "a girl in white . . . opening her hands just as holy Virgins do."

Most of the pilgrims will make the journey as an act of devotion. But many pilgrims are cruelly sick and come to Lourdes filled with sublime hope that the intercession of the Virgin Mary will make them well. They buttress their faith with the thousands of reported cures, as well as the 54 recognized by the Church as miracles.

That this renowned shrine should have been born from the visions of an obscure, 14-year-old shepherdess seems a miracle in itself. The

Virgin's instructions to Bernadette during her 18 apparitions have been meticulously obeyed, as shown on the following pages which are titled by her commands. Today at the grotto the spring which frail Bernadette dug at the Virgin's direction flows to faucets and private tubs where both the sick and healthy by the thousands drink and bathe. "Tell the priests to build a chapel here," Bernadette was ordered. Now, directly on top of the grotto, three huge churches tower over a broad esplanade.

At least 100 million pilgrims have come to Lourdes. The Procession of the Blessed Sacrament (*right*) is the time of most fervent hope for miracles and the sick chant, "Lord if Thou wilt, Thou canst make me whole. Lord make me see! Lord make me hear! Lord make me walk!" Each night there is a glittering procession by thousands of pilgrims carrying candles, honoring the shepherdess who is now St. Bernadette and thunderously singing the refrain which is the theme of Lourdes, "Ave, Ave, Ave, Maria."

THE SICK, children from Holland, bring flowers for the Virgin Mary as they move under an esplanade ramp toward the grotto. Shepherded by a Sister and volunteer nurses, they wear white dresses symbolic of joy. Dutch Catholic trade unions sponsor this annual pilgrimage for children

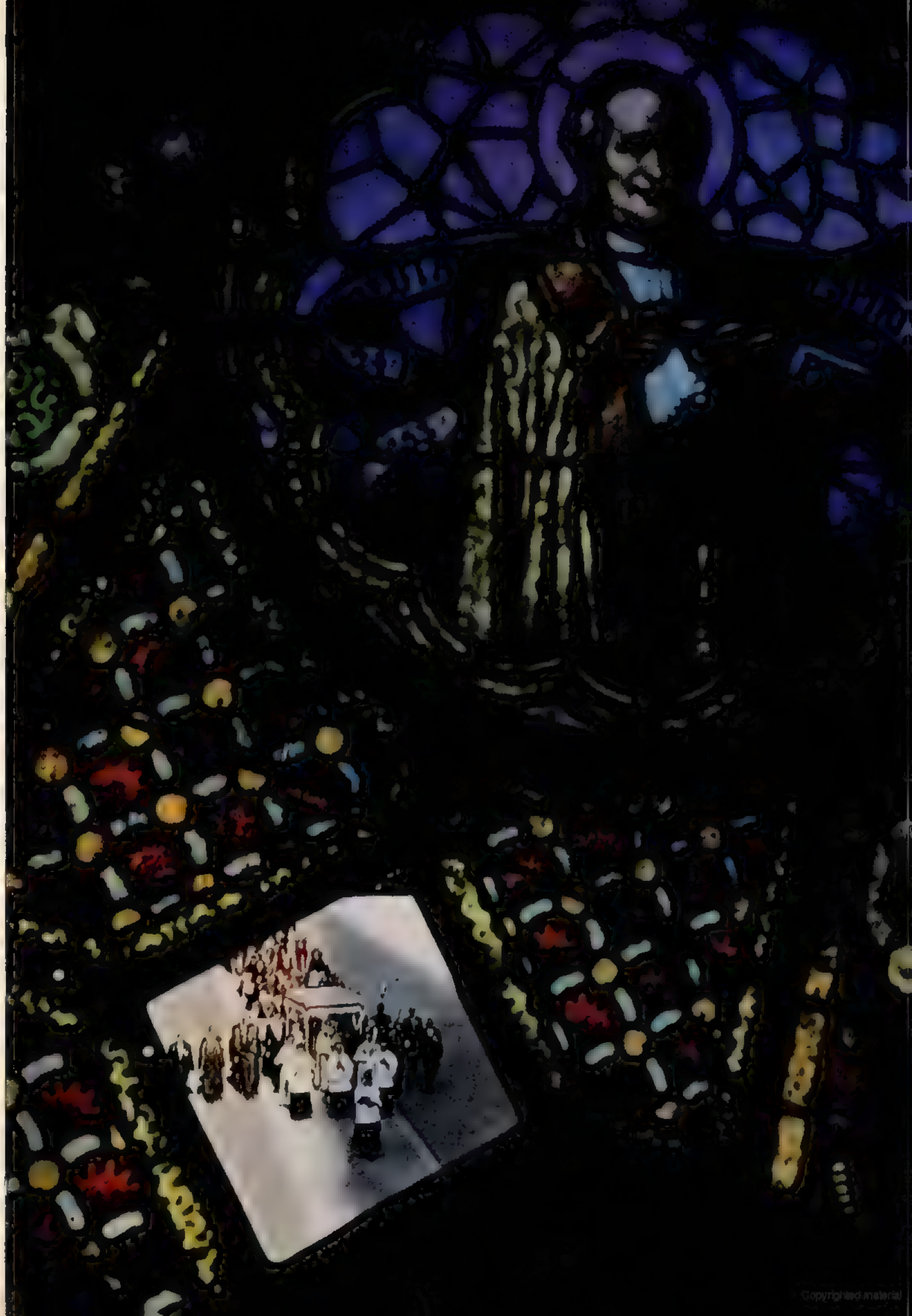


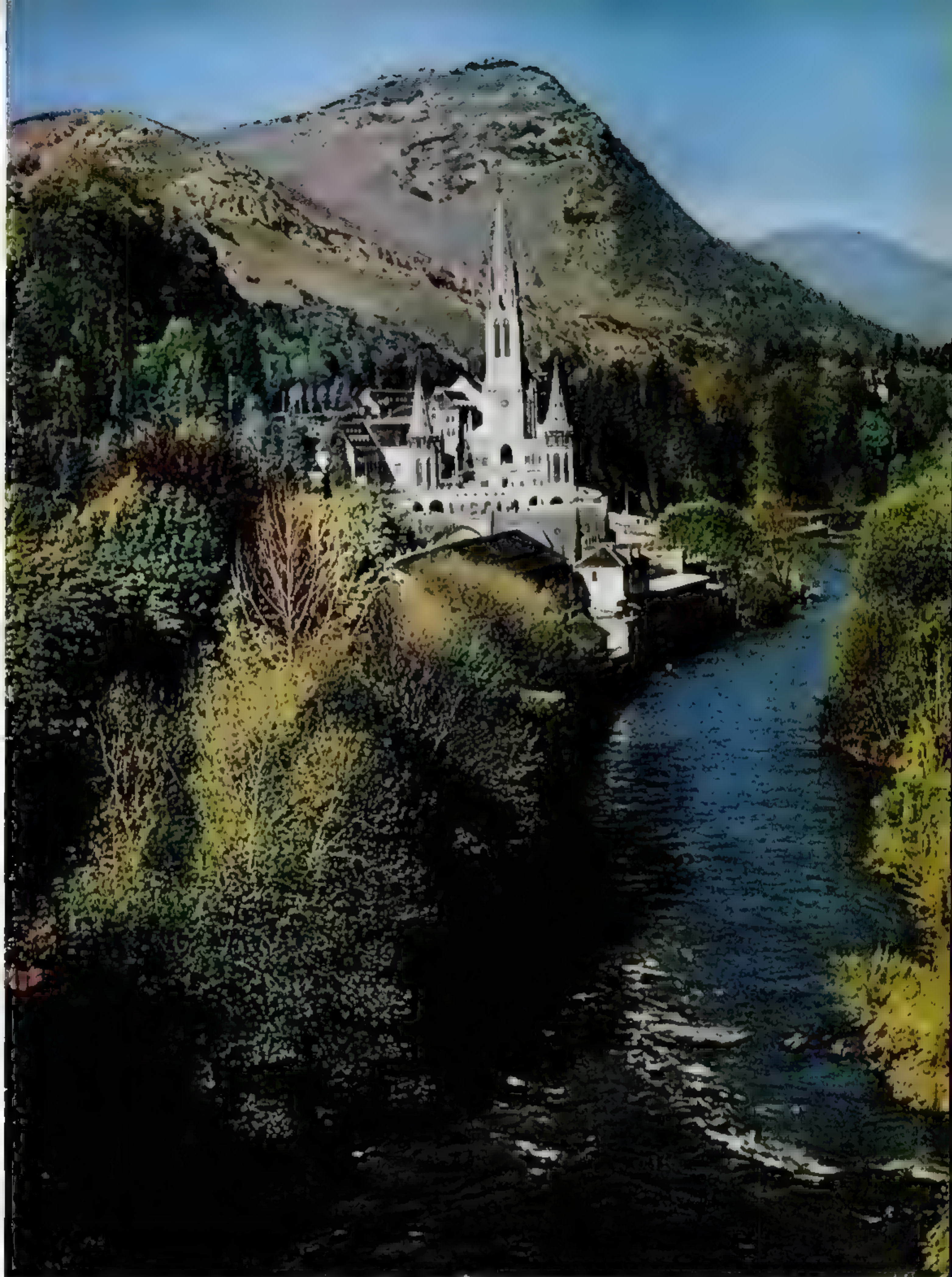
THE SHRINE is seen from spire of its topmost basilica. Pilgrims from the town (*background*) stream down esplanade, passing River Gave, hospital (*upper left*), and new underground basilica (*upper right*). They either mount the curved ramps (*center*) to churches or pass at left to reach grotto.



Photographed for LIFE by ALFRED LIENSTADT

CONTINUED





PROCESSION of Blessed Sacrament is seen through diamond aperture in lower basilica's stained-glass window of Leo XIII, who was pope when church was built. Clerics swinging incense censers march in front of canopy held over Host.

THE BASILICAS are on bank of River Gave. Original church was built in 1866. In 1871 a basilica was built on top of church, and in 1889, to accommodate increasing numbers of pilgrims, another was built below. Grotto is around bend.

CONTINUED



MASS FOR SICK is held daily at 7:30 a.m. in front of grotto. The sick are arranged in ranks on wheeled litters which have canvas hoods to keep off rain or sun. Well pilgrims are kept back along the bank of Gave River.



BLESSING on sick during Procession of Blessed Sacrament is spiritual high point of day. Priest, passing down line of litters, makes sign of the Cross with Host which is contained in monstrance protected by umbrella.



'CO AND DRINK AT THE SPRING AND WASH IN IT'



AWAITING WATER to be fetched from sacred spring at grotto, sick boy with tulip on blanket rests on litter in front of women praying to the Virgin.

AT THE GROTTTO, heart of shrine, Madonna stands in niche where vision appeared. Tree of candles follows Virgin's order to bring candle to grotto.

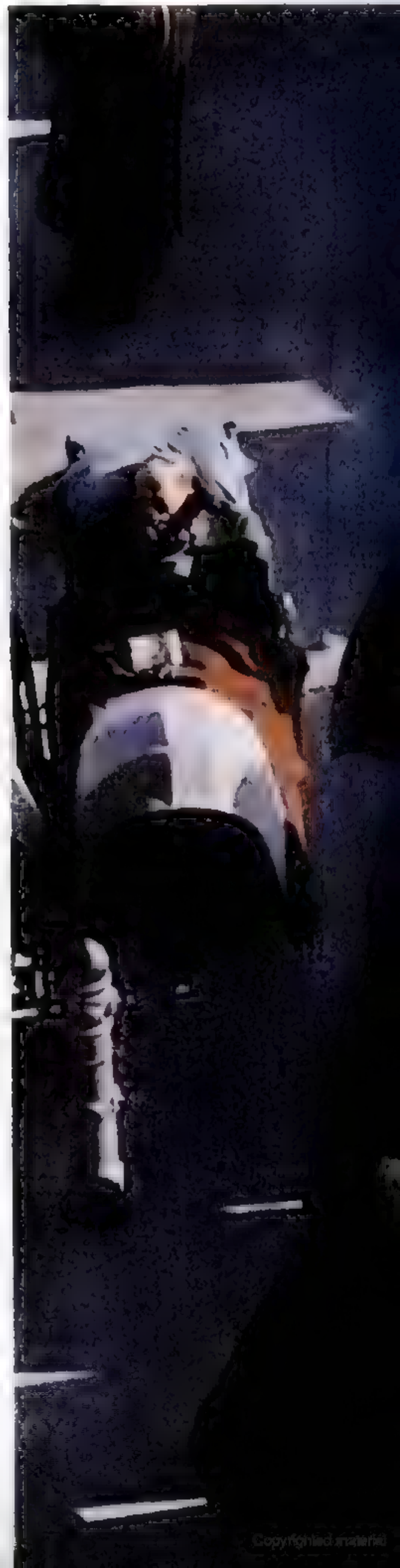
LOURDES CONTINUED

'THOU SHALT



IN DEEP PRAYER: Virgin, an elderly pilgrim, stands in fervent contemplation as she receives benediction during Procession of Blessed Sacrament

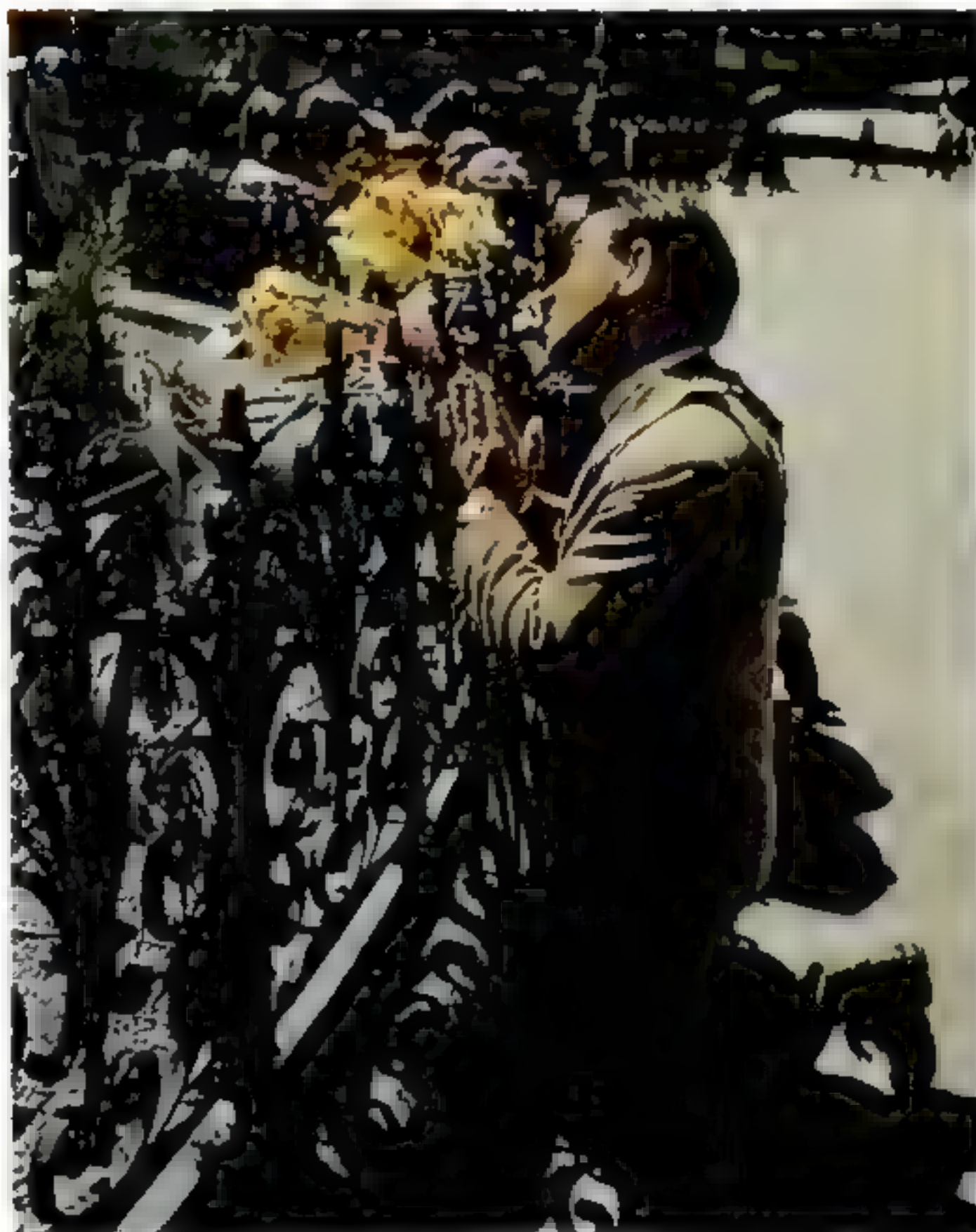
SOMBER FILE of black-shrouded men threads its way through ranks of sick as they lie before the grotto, tumbling beseeching the Virgin to cure them.



PRAY FOR SINNERS'



HOPE and gratitude shone in face of sick girl as she smiled up at nurse adjusting coat collar. "Go to [Mary], beloved invalids and infirm," wrote Pius XII, "you who are . . . honored at Lourdes as the suffering members of Our Lord."



A SUPPLIANT pleads to the Virgin Mary as he kneels at a flower-decked railing around a statue of the Madonna called "the Crowned Virgin" on the esplanade. The rail is the favorite place at the shrine for offering the Virgin Mary flowers.

CONTINUED



SOUVENIR SHOPS in town of Lourdes peddle cements—luminous Virgins “guaranteed washable.” Lourdes water rough drops glow in the dark

Lourdes neckties. The hundreds of shops and hotels, set up for the flocks of pilgrims, have given the once rustic Lourdes village a gaudy carnival air



'...PENANCE! PENANCE! PENANCE!'



IMAGES of Bernadette Virgin are carried to be touched to grotto rock. Statues are for home grotto to be visited like Lourdes, for prayer and penance.

PENANCE is done by pilgrims at Stations of the Cross on Calvary Hill above basilicas. Praying pilgrims kneel on rough stones before life-sized figures.

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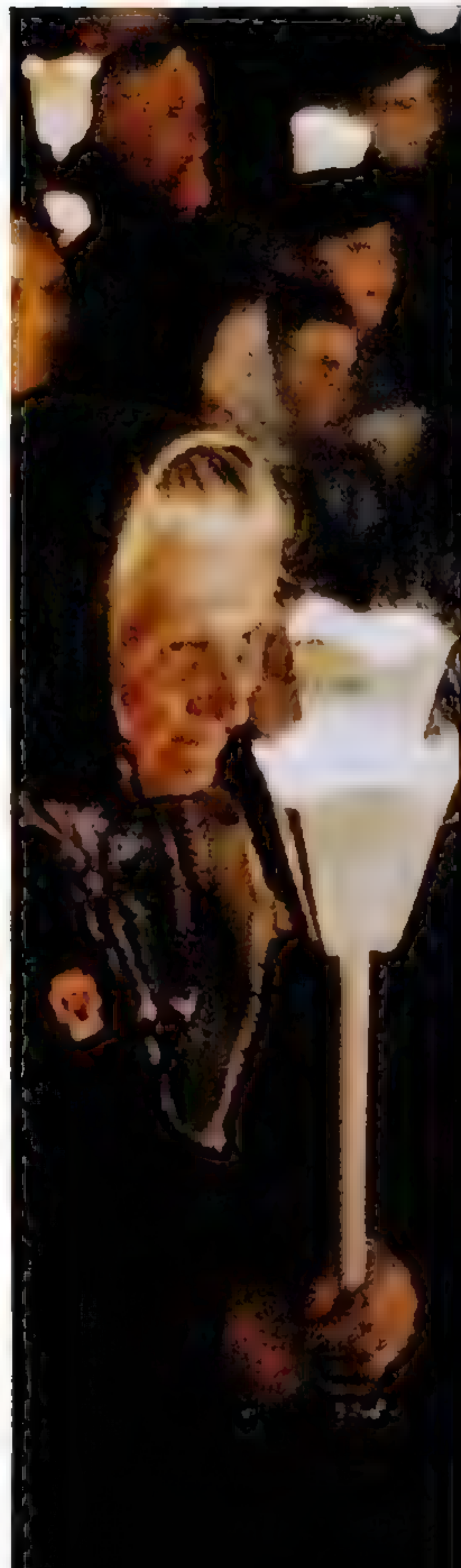
LOURDES CONTINUED

'I ASK THE



MYRIAD CANDLES Not why as thousands of pilgrims during nightly procession wind from the cradle to altar is where they receive benediction

FACES ALIGHT pilgrims in the procession carry candles protected from the wind by paper shields as they sing a 60-verse psalm to the Virgin Mary.



people to come here in processions'





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AN AMERICAN PILGRIMAGE

Both the healthy and the ailing come to Lourdes. Many of the sick, since they need care en route, come in group pilgrimages that usually include doctors and nurses along with a spiritual director. *LIFE* Correspondent Tim Foote recently visited Lourdes with such a group, which had been assembled by the Catholic Travel Office in Washington, D.C. Herewith his report:



WAITING for Lourdes plane, blind Donald Spring sits in airport, pensively leans on cane.

The members of the first 1958 American Pilgrimage of the Sick to Lourdes ranged in age from under 6 to over 60. They came from homes as far apart as Baton Rouge and Alaska, San Francisco and Quebec. Each of the 40 paid, or had paid for them, up to \$695. There were well-to-do matrons, high school students, a fireman, white-collar workers. Most were critically ill: leukemia, rheumatic heart, encephalitis, brain tumors, paraplegia and cancer, two blind pilgrims, three stretcher cases, a number of wheelchair cases. A few (husbands, nurses, mothers of ailing children) were not sick at all.

Pilgrimages to distant lands, by tradition, temporarily unite individuals who have little in common but the

faith that impels them to become pilgrims. These Americans hoped for some sort of miraculous cure—but without thinking they had any right to expect it. Tony Johnson's trip was a surprise. A blind 16-year-old boy from Anchorage, Alaska, Tony led a band on a local TV station and so

pleased the audience that they started a fund to send him to Lourdes. For Catholic convert Doris Chinski the pilgrimage was the fulfillment of a decade-long dream during which she repeatedly told her husband Floyd, "Someday I've got to go." This year, with her stomach torn by advanced cancer, she came. Donald Spring, 25, of Herndon, Va. spent his lifetime savings to go. Blind for only two months before his pilgrimage, after two earlier unsuccessful brain tumor operations, Donald was not even a Catholic (his people are Baptist and Methodist). He explained, "I'm open to all religions. I don't expect to get cured, that's for sure. But it's something that I know I'll gain, that I gotta do, coming here. I dunno just what it is."

More specific in her hopes was pretty housewife, Jeanette Gianelloni, who lives on a Louisiana plantation. Three years ago her 14-year-old daughter was struck with encephalitis. She explained, "My husband and I hoped the Lady would be extra generous this year." Rita St. Aubin, gaunt with cancer and sent by donations of her home town, Walled Lake, Michigan, said, "It's already a miracle that I'm here. You can't expect too much."

Whatever their approach to Lourdes, the American pilgrims found it something of a shock. It leaves plenty of time for prayer and worship. Yet it is a frantically busy place expressing the faith and anguish of its countless pilgrims in a strenuous mixture composed roughly of equal parts revival meeting, pageantry, health spa and tourist resort. The Americans got up for Mass before 7 a.m. breakfast (the Masses begin at 5). Next came baths in the sacred spring, with long lines and much waiting. Lunch at noon, some rest, then back to the baths and on to the esplanade for the high point of every Lourdes day, the Procession of the Blessed Sacrament. Back to the hotel for 7 o'clock supper, then the Torchlight Procession starting at 8:30 and running until nearly 11.

Besides trying to cram themselves with the religious aspects of Lourdes

CONTINUED



AMERICAN PILGRIMS line up in front of shrine's Bernadette Chapel for group portrait (7 are missing), taken as a memento for most organized Lourdes pilgrimages. Those pilgrims mentioned above in Correspondent Foote's report include, at left in front row, Marcia Gianelloni (with hand at mouth) and Doris Chinski, second from left (wearing glasses). In middle row are Tony Johnson,

second from left, and Floyd Chinski, fourth from left. In back row are Mrs. Jeanette Gianelloni, second from left; and Rita St. Aubin at right end partly hidden. Volunteer members of pilgrimage staff are the spiritual director, Assumptionist Brother Brassard at far right; the physician, Dr. Richard Daley in second row, at far left, and Nurse Rosalia Dumm in last row, third from the left.



AT GROTTO BATH before immersion. Spring stands in the tub steadied by John Hodgson (left), head of the Catholic Travel Office, and a brandcardier, one of the volunteer crew who assist sick at Lourdes. Second helper is at right.



IMMERSION in the 50° water takes place during recitation of prayer to Virgin inscribed on plaque on wall. Rising from water—(bottom)—Spring beams with spiritual and physical uplift which pilgrims feel after bath in sacred water.



Lourdes CONTINUED

in their short eight days, the Americans used up endless energy and worry in the simple problems of tourists in a strange land. Doris Chinski got in the wrong line at the baths and failed to fulfill her dream of immersing in Lourdes water her first day. "You're licked if you don't know the lingo," confided Floyd Chinski. The French menus were mysterious, and the hotel bathrooms far too few. Isolation was the worst feeling.

Nothing in America had prepared them emotionally for Lourdes. A small group, they felt lost amid giant European pilgrimages. They were confused, even if uplifted, by huge processions, embarrassed by the evidence of naked faith, bewildered by torrents of Latin, French and German prayers. Looking at the grotto of Bernadette, one American pilgrim exclaimed, "What an awful hole for Our Lady to appear in!"

Many admitted that they were troubled by the whole atmosphere of religious fervor, the chanting, the praying with arms outstretched, the kneeling on bare knees or walking barefoot in the mud past the big outdoor Stations of the Cross. Our group made the Stations one rainy day. Not only was no American barefoot but no U.S. pilgrim's knee touched damp earth.

Gradually the pilgrims found time to explore Lourdes a bit and began to understand it. They found the cheapest places to buy Lourdes water and learned you can use it at home until one third of the bottle is gone, then fill up with regular water so the supply of water in contact with Lourdes can go on forever. They bought rosaries to touch to the rock below the Virgin's statue at the grotto, then had them blessed and "indulged" for the folks back home.

'IT WAS WONDERFUL...'

BUT both physically and spiritually Lourdes overwhelmed this American group. In the processions many pilgrims had tears in their eyes, deeply moved by the singing, the pageantry and the almost visible aura of faith which enveloped a mass of diseased and sick pilgrims such as no American sees at home. Unlike Europeans we generally keep our sick hidden away in neat hospitals and don't have to think about them much. Even the doctor in our pilgrimage was amazed: "Sickness is my business. But I've never seen anything like this."

All the American pilgrims felt the lesson of Lourdes: a heightened concern for others, a loss of their own problems in the presence of other human anguish. There were many expressions of a feeling of being better off than they had thought: "You don't know how lucky you are until you come here." The early rising, steady schedule and excitement of shared faith buoyed up the pilgrims.

There were no miracles. But before the 40 pilgrims flew home, I heard most of them say seriously, "I'll never forget this. It was wonderful, wonderful." The only general regret was that the pilgrimage couldn't last longer. "I'd like to bathe just once more," sighed a pilgrim. "You feel brand new." At the end, Donald Spring declared that he would become a Catholic. Yet as the group was leaving, a pilgrim offered to help Mrs. Giannelloni with her luggage. "Thank you," she said—then added, half to herself, "I had hoped maybe Marcia would be able to carry her own things on the way back."

A Lourdes pilgrimage, however, is more than a long-shot search for a miraculous cure or a quest for strengthened faith. It is also a joint effort in unselfishness and charity, an exercise in finding a way to live with pain and despair in dignity—and bravely. Measured in such terms, the success of this American pilgrimage was striking.

I did not understand this until near the end of the pilgrimage. An American living overseas like myself can become critical of tourists. Living with the pilgrims, talking to them, I resented at first their picaresque, narrow complaints. Then I suddenly realized that I had come to think of them merely as people with typical tourist problems. Despite their wheel chairs, canes, braces and evident fatigue, they were no longer

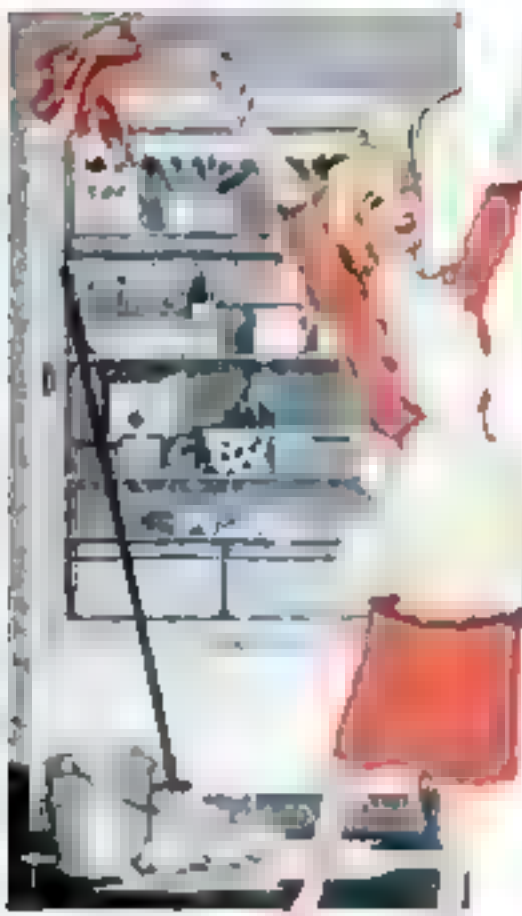
to me—invalids to be pitied. For their own outlook had changed. They cracked jokes about wheel chairs and had wry comments on the trouble of getting about. They complained about being short-changed, yet never about pain. Even those who were most ill thought of others. I can still see Rita St. Aubin, breathlessly tired from cancer, pushing a fellow pilgrim's wheel chair to the grotto on her last night in Lourdes.

The working message of Lourdes was best expressed by 25-year-old Donald Spring, who in the last two years has lost both eyes and has a growing brain tumor which two operations have failed to check and which, barring a miracle, will kill him. "I hope the others get cured," he said. "There's some of 'em is awful bad off."

CONTINUED

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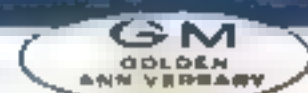
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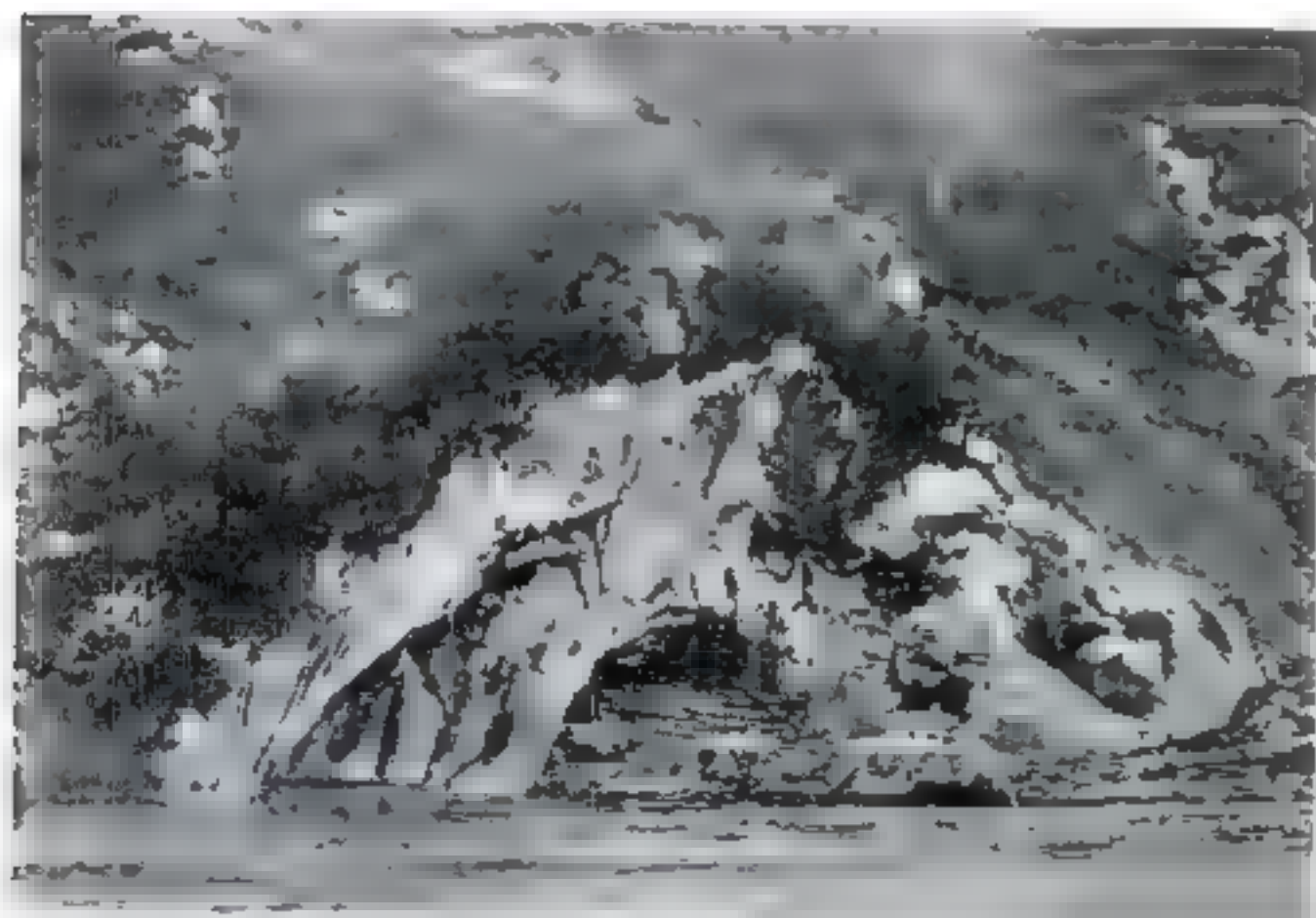


IN FLORAL CROWN BERNADETTE'S BODY LIES IN STATE

STORY OF A SAINT

"I do not promise to make you happy in this world," the Virgin told Bernadette during Her third apparition. The destitute, 11-year-old peasant girl's story of the visions brought rough cross-examinations by browbeating town officials. The local priest scoffed at her. But a blind man and a paralyzed baby became two of the shrine's 51 miraculous and certified cures. And thousands of pilgrims gathered at the rock stone grotto (below) to witness Bernadette during her visions. So impressive was her exaltation and so convincing her ingenuous, unshakable sincerity that the Church initiated a four-year investigation of "the goings-on at Lourdes." In 1862 her visions were officially endorsed as authentic by her bishop.

But though Bernadette entered a convent of the Sisters of Charity, her troubles continued. To "knock her into shape," a tyrannical novice mistress inflicted endless penances upon the simple, humble girl. Always frail, she later suffered acutely but silently, during her twelve years as a nun, from cruelly worsening tuberculosis. In 1879, only 35 years old, Bernadette died—crying out, "I saw Her, I saw Her. . . . Oh how I long to see her again. . . . Pray for me . . . poor sinner . . . poor sinner." Fifty-four years later in the vastness of St. Peter's in Rome, Pius XI canonized "the poor sinner," Saint Bernadette.



ORIGINAL GROTTTO, in photograph shortly after visions shows river at cave's mouth, Bernadette's spring inside, left, and Virgin's niche, upper right

CONTINUED

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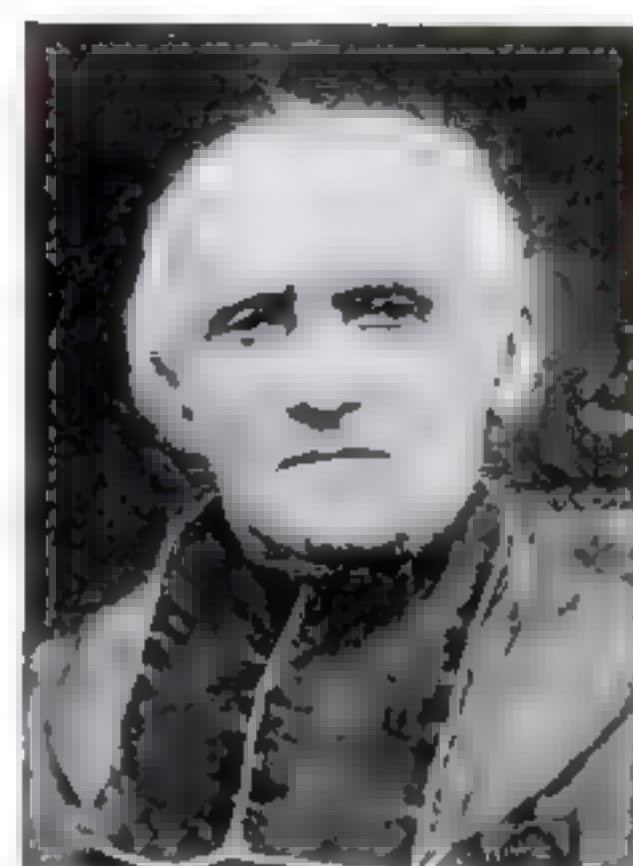
© Dr Pepper Company, 1968

Lourdes CONTINUED

FAITH'S MIRACLES



SCOFFER, Abbé Peyramale, the local priest, later backed Bernadette.



ENDORSER, Bishop Laurence, officially authenticated apparitions.



MEDICAL CHIEF of shrine, Dr. Joseph Pehissier, examines portraits of pilgrims whose cures have been certified as miraculous after exhaustive study.



MIRACLE NO. 8, Jeanne Tulasne, was cured of crippled foot.



MIRACLE NO. 41, Francis Pascal, ill with meningitis, recovered.



DRAMATIC EDESEL STYLING leads the way

Do you know why there are so many more Edsels on the roads now? Because more and more buyers are demanding the only car that gives them stand-out styling. The look-alike cars look old already, but dramatic Edsel styling stays new—as new as the first time you saw it. And so do Edsel's advanced features—exclusive Teletouch Drive that lets you shift by a touch at the steering-wheel hub. Edsel's high-economy engines, self-

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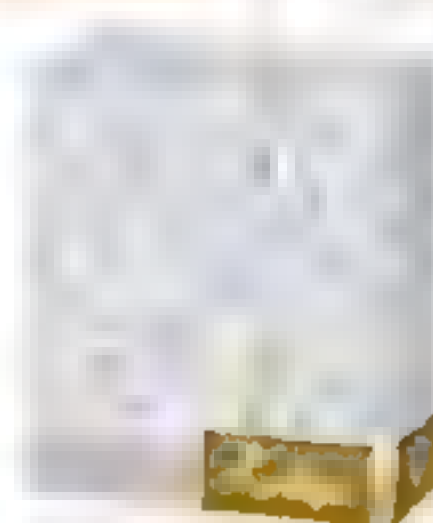
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MOVIES



DOLLY AT DINNER SPEAKS COVILY OF MARRIAGE

Holiday Fun for a Gay Widow

The way people behave on holiday has of an intrigued Thornton Wilder. One of his short plays was concerned with a family outing in New Jersey and a key scene in his Pulitzer-prize winning *Skin of Our Teeth* was set during a junket to Atlantic City. In his 1950 Broadway hit, *The Matchmaker*, just filmed by Paramount, the holiday is a one-day wife-hunting trip for a crusty old shopkeeper of Yonkers.

Chief promoter of the movie's festive mood is Shirley Booth, playing the bossy matchmaking widow, Dolly Levi. Like a frigate under full sail, Dolly churns about her business of finding a young mate for Vanderghelt. While Dolly helps him go wife-hunting in New York, his young clerks also sneak off to the city looking for girls. At holiday's end the older clerk, acted by Anthony Perkins, has met a kissable milliner and Dolly has lured Vanderghelt into choosing the right wife—Dolly herself.

The film sparkles like a red-hot-shinied valetine with the performers addressing their soliloquies directly to the audience and Shirley Booth neatly catching the gay spirit of Thornton Wilder's holiday ode to the joys of marriage.

PLAYING A MATCHMAKER. Shirley Booth as Dolly says, "I'm a woman who arranges things."



PLOTTING TO ESCAPE from their tedious chores as stockkeepers in Yonkers, two young clerks (Robert Morse and Anthony Perkins) throw out the can and circle happily in barrels while waiting for some cans of tomatoes to arrive.

in their store. When the overpowering smell of tomatoes forces them to leave the shop for a while, the boys are free to run off to New York to get their first-hand taste of big-city excitement and meet some beautiful young ladies.



WITH SWEETHEART (Shirley MacLaine), he found in city. Perkins is back in Yonkers. One day plans to set her up as his wife and business partner.



WITH HATS ALOFT, clerks cavort in New York street, sum up play's moral, "Everyone should take a day off... and if you find a pretty girl, kiss her."



WITH FUTURE HUSBAND (Paul Ford), a plant Dely gives her own red lips on. "Whether you people have on your mind, get on at it, it."



Get the genuine article

Fine tobacco and no nonsense

Get the honest taste of a Lucky Strike

Product of *The American Tobacco Company* — "Tobacco is our middle name"

"Any fruit 'n' cereal go hand in hand
...as long as they're in
Post Raisin Bran"



When sugar-coated raisins meet up with crispy flakes, a delicious thing happens—Post Raisin Bran. It's the only cereal in the world with sugar-coated raisins—guess that's why so many more people like 'em!



"ALL POST CEREALS HAPPEN TO BE
JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods

PORTRAIT OF MAN DRIVING SPEEDBOAT AT 170 MPH



WIND, FEAR AND VIBRATION DISTORT DRIVER MIROSLAV SLOVAK'S FACE AS HE TAKES HIS OWN PICTURE DURING HIGH-SPEED RUN IN GOLD CUP HYDROPLANE

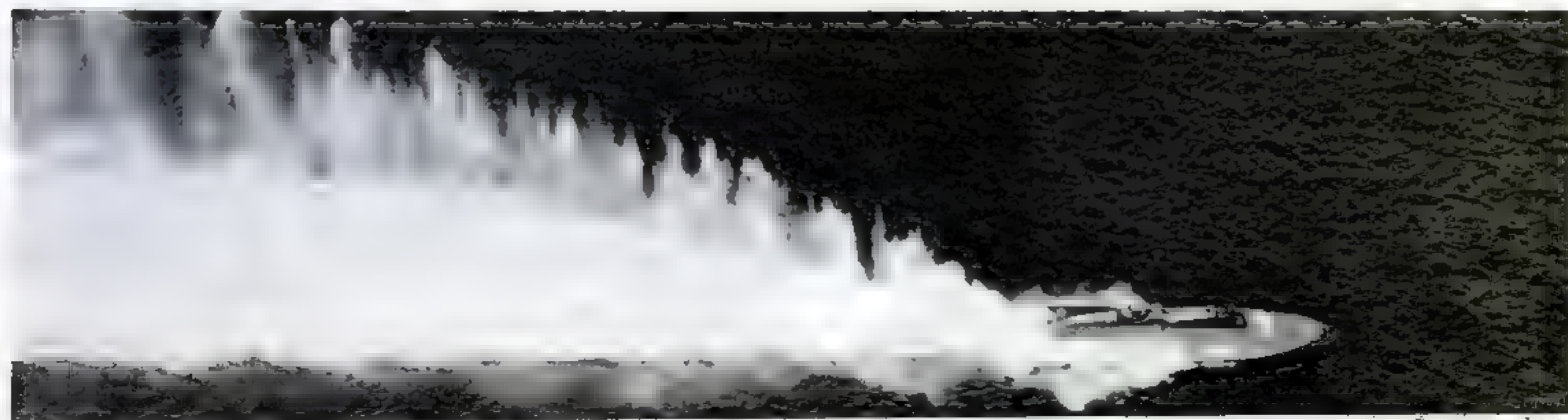
FLYING CZECH TAKING AIM ON A TOP TROPHY

Miroslav Slovak, a congenial 28-year-old Czech refugee, is a man with an incurable knack for doing things the hard way and an insatiable zest for the hazards of high adventure. At the wheel of a hydroplane (*above*), trailing a spectacular "rooster tail" of water (*below*) and accelerating toward the speed of 170 mph, his mind and body are subject to wracking strains. The vibration distorts his vision. The wind tears at him. The incessant slap of hull on water punishes his body. At any moment, by hitting a swell or a piece of debris, the boat might disintegrate. In Seattle early next month "rooster tails" will be all around him as a half dozen such boats gun for the starting line in the Gold Cup, speedboating's most

coveted prize. "It scares me," he says, "but it's the climax of living."

In his brief career at hydroplaning Slovak has won only one major race but in those two years he has become the idol of the speedboat-conscious Northwest. His popularity stems partly from his cloak-and-dagger background (*next page*) and partly from his friendly modesty and utter lack of pretense. Above all he manages to establish a remarkably sympathetic connection with his onlookers. In fact, when he bears down in the Gold Cup race thousands of people along the banks will suddenly become water-borne Walter Mittys sitting right there with him in his cockpit, defying death and destruction with every turn of the churning propeller.

THROWING TOWERING "ROOSTER TAIL," SLOVAK IN "MISS BARDAHL" PICKS UP MOMENTUM IN RECENT DIAMOND CUP RACE ON LAKE COEUR D'ALENE, IDAHO



A SAGA OF HIGH ADVENTURE THE HARD WAY

The exploits of Mira Slovak, for all their hazard, often seem to take on the overtones of an old time Hollywood comedy. Plunging enthusiastically ahead, he is forever winding up in one preposterous jam after another. As a crop-dusting pilot in Mexico in 1955 he did double-takes zooming under power lines. In Montana he treated himself to an aerial hotfoot, coming down too low over a forest fire to drop his load of borax solution. Sometimes his head gets "heavy and red" and he catches himself viewing the scenery from 100 feet, flying upside down.

When Slovak escaped from Czechoslovakia in 1953 his adventure soon turned into a kind of Iron Curtain version of the Keystone Cops. As the Czechoslovakian Airlines' youngest captain, making \$1,600 a month, he could have hopped in a plane any dark night and had a reasonable chance of making it. Instead he took a whole planeload of passengers along with him on a scheduled flight from Prague to Brno and the results were almost catastrophic.

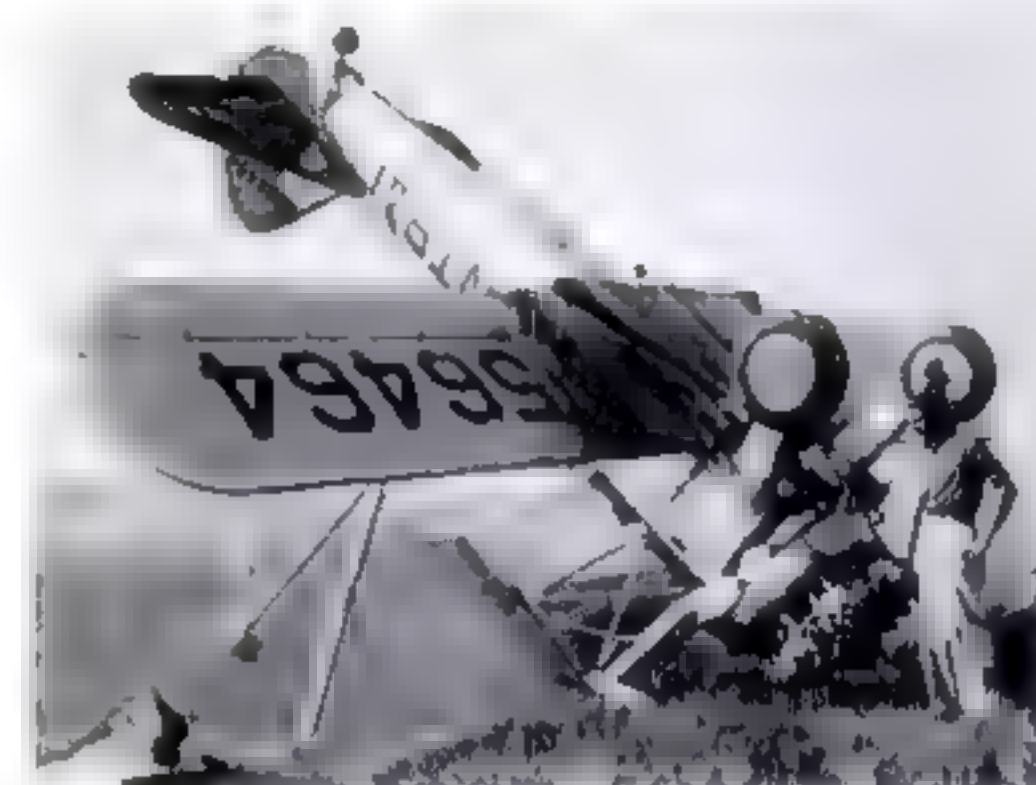
There was a free-for-all in the cockpit when Slovak and two confederates tried to change course and other crew members resisted. He set the controls on automatic pilot and joined in the brawl. People began banging on the locked door to the passengers' compartment. Slovak dived the plane abruptly. That bounced the would-be intruders, who turned out to be Communist officials, against the ceiling. It was a scene to warm the heart of any movie producer.

After landing at a U.S. base in West Germany he got used to being awakened by American intelligence officers saying, "Be ready in half an hour." For eight months he was shuttled from place to place in the dead of night to prevent Communist retaliation. Then Miroslav Slovak came to this country, a refugee bachelor with two shirts, no money and a vocabulary that consisted of the words "cherry pie" and "coffee." He ate little else until he learned the word "steak." But when the waitress asked him how he wanted it, he became befuddled and said, "No. Cherry pie and coffee."

Slovak had one fixation: to fight Communism.

But with no war on he fought bugs from dusting planes instead, with a little aerial acrobatics on the side. Because no alien was allowed a radio operator's license he couldn't work as an airline pilot until Congress passed a special act on his behalf in 1956. But by then he was working in Seattle for Bill Boeing Jr.'s Aero Copter Inc. and the boss was looking for someone to drive his new hydroplane.

"I'll drive it," said Slovak. When Boeing asked if he had ever driven a boat before, he replied, "Only



CROP DUSTER Slovak stands forlornly beside upended plane. On this job such accidents happen frequently.

with paddles." He got the job and it made flying airplanes seem like kid stuff. It required iron nerves to go at such shattering speeds but he acted as though he had been doing it all his life. Last year when a boat driven by his friend and rival, Bill Muncy, blew up in a race (*LIFE*, Oct. 14, 1957), he was the first to whip around and dive in the wreckage after him. He is also a relentless competitor. When he climbs into the powerful *Miss Burdahl* for the Gold Cup race on Aug. 10 he will be less interested in trophies and glory than in going as fast as he can the hard way.



A HIT WITH GIRLS, Slovak compliments a pretty one on her scarf. "I like girls," he says with conviction.

But he professes not to like money and glory, saying that too much of them causes too many headaches.

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INJECTOR BLADES

SAVE

40¢

NOW 40 BLADES

2 PACKS

ONLY

98¢

Regularly \$1.98

PAL

INJECTOR BLADES

20 BLADES

PAL

INJECTOR BLADES

20 BLADES

You can't buy
a better blade—
yet

PAL

COSTS LESS

FITS ALL INJECTOR RAZORS

CAVEAT EMPTOR

Not long ago, this was good advice for everyone with money to spend: "Let the buyer beware."

Now, you *know* before you ever reach the market place what you should get...because of advertising.

You've had a chance to *read* about products.

You've had a chance to *compare* them.

You've had the *assurance* of printed promises about those products.

And you've been able to do all this without ever leaving your home—by reading the advertising in magazines like this one.

How *could* "Caveat Emptor" survive—against the information, comparisons and assurance you get from magazine advertising?

Another example of how advertising helps everybody. TIME INC., publisher of LIFE, TIME, FORTUNE, SPORTS ILLUSTRATED, HOUSE & HOME, ARCHITECTURAL FORUM and International Editions of LIFE and TIME.



Engaged couple on the beach

THE BRIDE

"It's good to have some quiet hours here on the beach with Chuck because these last days of our engagement seem to have far too few moments just for us. It's a marvelously exciting time, but being alone with him is the best thing of all."

THE BRIDEGROOM

"I'm not really nervous—just twitchy. It began to hit yesterday. She thinks it will be fun to rough it until I graduate. It's not going to be nice, but I think we can make it. The girl has guts. . . . Three more days and I'll be married."

Final fitting of her gown

THE FATHER

"My wife can call herself the 'benevolent dictator' of the wedding, but that outfit is costing me a dollar a minute. With three down and one to go, I ought to be a pro. I don't see why we need a rehearsal. All we're getting is a new bridegroom."



Five Views of a Marriage from Members of the Wedding

In the lives of any young engaged couple and their families no event assumes more significance than the approaching marriage. It is a time for a dizzy round of bridal showers and bachelor dinners, of family gatherings, of champagne and rice-throwing. But it is also a time for quiet withdrawal into their own thoughts on the past and future, preparing to loosen old ties and create new ones.

When Gale Coffin of Roslyn, Long Island became engaged to Charles Gage Jr. of Minneapolis, she was just 22, the third daughter in a lively family of four girls. Chuck was a junior at Colgate, an English major after a year in Germany with the Army. The romance began in high

school, broke up when Gale went to college, and became serious after Chuck's return from Germany. With two daughters already married, Gale's father, a 52-year-old oil executive, professed complete calm. But as the day neared he found himself as caught up as any other of the members of the wedding: his wife, Susan Sims Coffin, who had left Wellesley College 31 years before to marry him, the parents of the bridegroom, and above all, Gale's kid sister Carolyn, 14, who joyfully seized the chance to comb the invited ranks of college guests in search of a boy of her own. On the following pages LIFE reports on the outward actions and inner thoughts of this typical American bridal party.



The lovely daughter

PROUD FATHER

"I've always thought Gale and I made a good father-and-daughter team. Two years ago we went to Europe on the same ship with Kim Novak. At the ship's dance, Gale wore this same dress and it was a question as to who was the most glamorous—Kim or Gale. The most important thing, though we love Gale and will miss her, is that we're very happy for her."



The oldest grandson

PROUD GRANDFATHER

"They named him after me. They figured after four girls I deserved some recognition. When my first daughter, Ginny, Dick's mother, was married I thought I'd crawl under the rug with my tall silk hat. Dick took this wedding in his stride. When asked, 'Did you have a good time at the reception?' he answered, 'Fine. I got a tummy-ache.'"

Thinking on the terrace

THE MOTHER

"Everyone tells me we're going to rattle around after Gale leaves. I won't believe it until it happens. I can re-evaluate and do what I want to do. I don't know what but I'm not scared. You are supposed, conventionally, to weep and mourn. I feel 'Mission Accomplished' and I'm not worried."

Meeting the in-laws

THE COFFINS

"We'd never met the Gages before, but we knew we were going to like them. We figured Chuck couldn't have anything but fine parents With Gale and Chuck at Colgate, we hope they'll come down Christmas, maybe Thanksgiving. We'll have to make a deal with the Gages—they'll want them for some holidays too."







Last climb in the old tree

THE BRIDE

"This is Tuesday—and I'll be married Saturday. Wowie! For years I've climbed this tree just to see if I can still make it. One more climb—then goodbye to all that . . . I'm glad I had dates. I'm glad I worked. I'm glad I traveled. I've *had* those things. Now I know what it's about . . . One thing I believe—when you get married, it doesn't mean you stop learning. I don't want to be a woman whose scope is limited. I think I get this from my mother; she's so intellectually stimulating."

The three sons-in-law

FATHER-IN-LAW

"My parents never made any distinction between daughters and sons who came into the family. Sue and I feel that way about Bud Ramsay [*right*] and Bill Guertin [*center*] and it'll be the same with Chuck. Sue and I got our sons the easy way—all grown up . . . I quit Brown after junior year to marry myself, in 1927. My friends thought I was silly, but when the crash came I was well set in a steady job and much better off than all of them. So it strikes me as sensible for couples to marry young."



Putting away the old toys

THE BRIDE

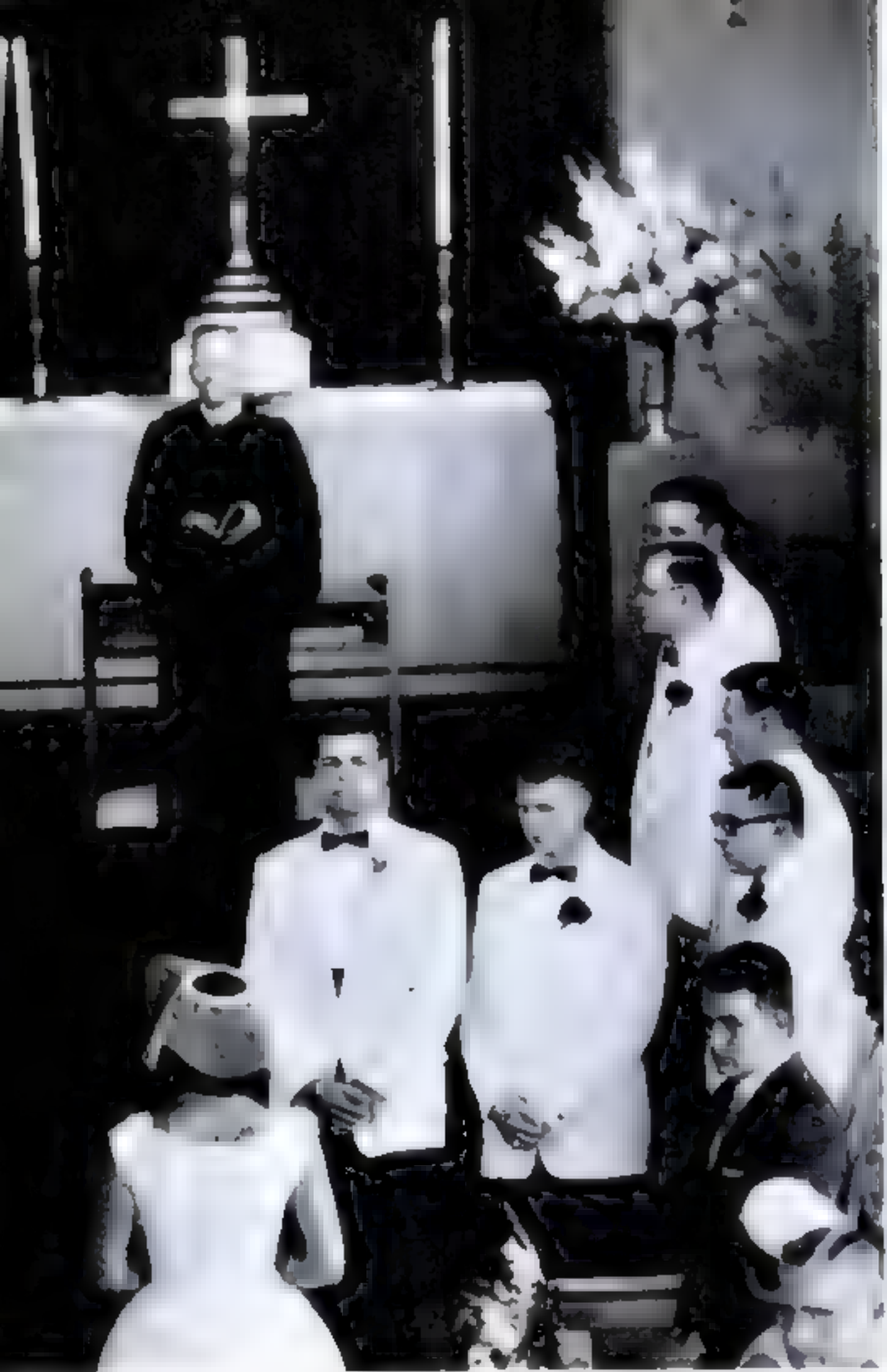
"There's no room for these in our small apartment but I may take my doll Windy. I'm saving her for my daughter . . . Mother says that with her family dwindling she needs smaller bedrooms and bigger closets for what her daughters want to store here. And the way we're stripping this house of furniture, the rooms might as well be attics. The piece I love most is the old living room sofa. We're using our wedding checks for one just like it."

Too excited to sleep

THE BRIDE

"The other night I was so excited I got up at 4 a.m., had a cup of coffee and wrote 12 thank-you notes. I don't remember what I said—I just went on and thanked them profusely . . . Presents are sort of like a vote of confidence from your family and friends. And getting them all taught me one thing at least: how to spell 'hors d'oeuvres.' So far we've received 12 hors d'oeuvre dishes."

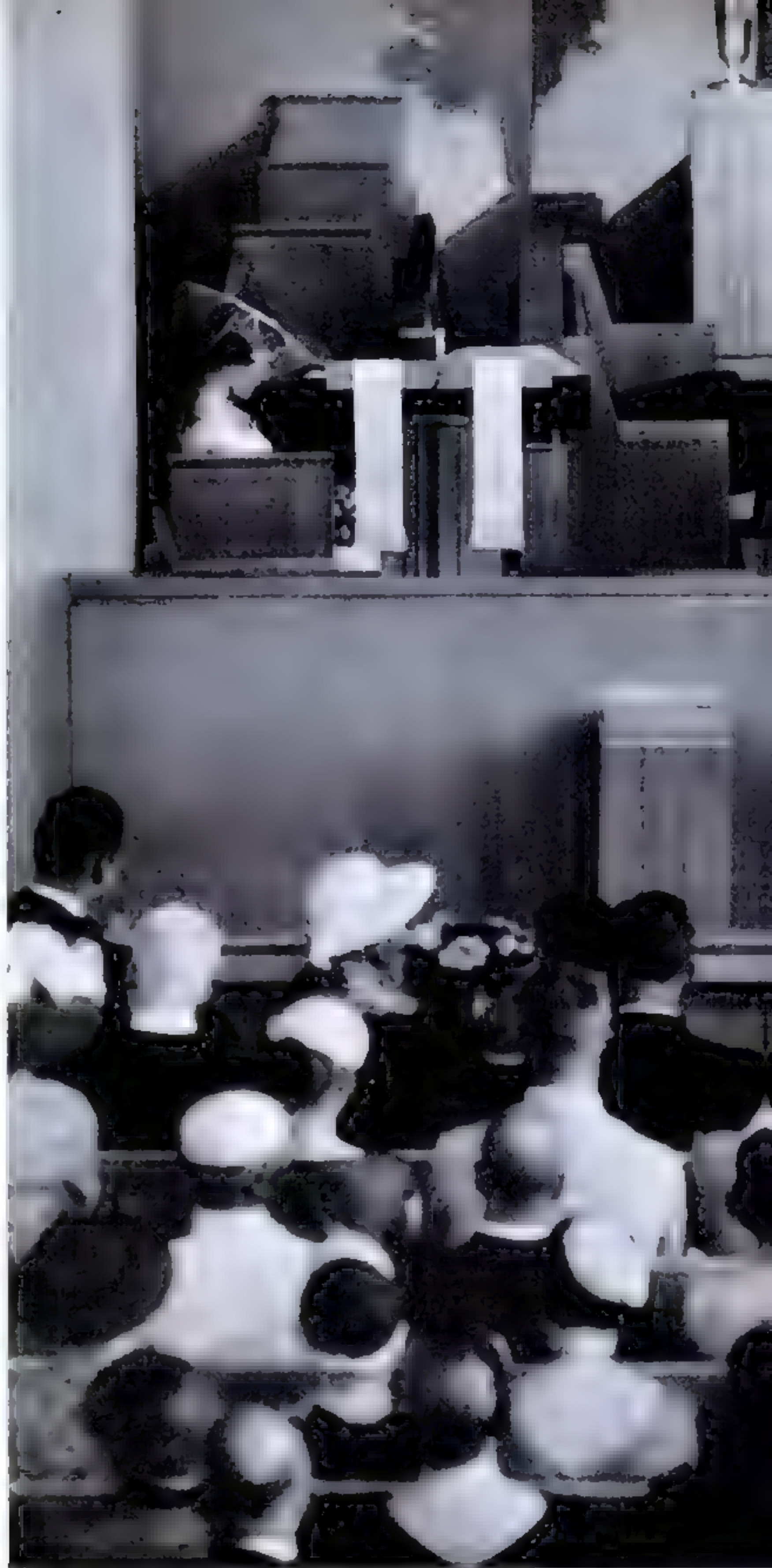
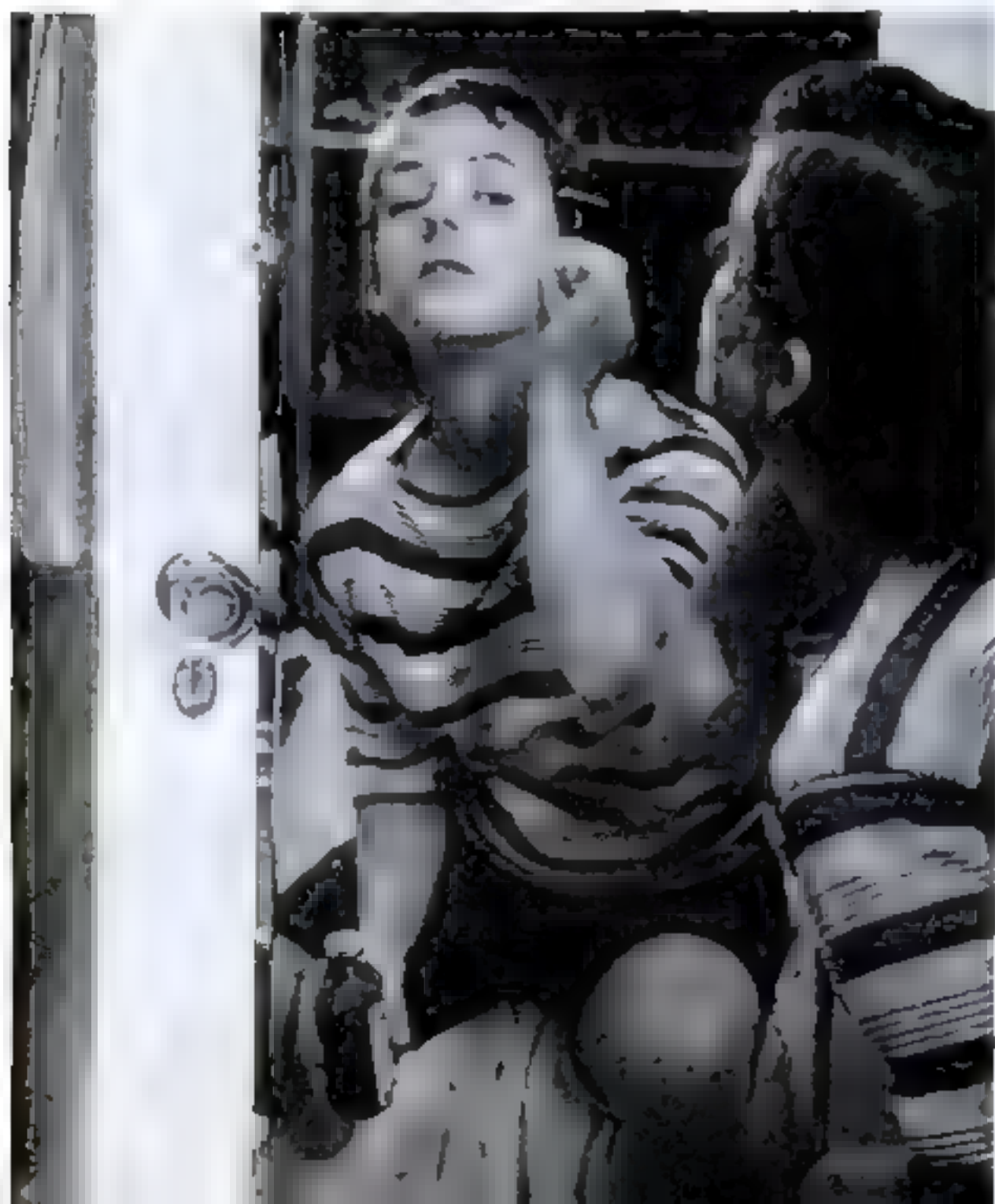




The ceremony

THE BRIDEGROOM

"I'm not giving up *anything*. This is the most wonderful thing in my life. I've had the urge to get out, sure, but I think it's natural. The institution of marriage scares everyone. . . . Funny thing. I was much more nervous when I was an usher at her sister's wedding than I am now. . . . I've been a one-girl man ever since I met Gale. She gets such a big bang out of life. It's infectious.



In mirror, at altar, at reception

THE KID SISTER

When Ginny was married, the sewage backed up in the house and the whole bridal party had to be defumed before church. The calamity of this wedding is the foot I broke two weeks ago. I hope I *never* trip over anything again. . . . I don't really know anything about this wedding; I'm just plunging in madly. But there'll be 25 of Chuck's fraternity brothers there. They don't have to know I'm 11—at least I can try. . . . [Afterward] Imagine, somebody at the reception told Motner. Now you have only Lyn. But from the looks of it today, you won't have *her* much longer."





New bowler Carol Christensen reacts like an old-timer as the PINDICATOR® signaling unit shows she's rolled a tough 7-10 split.

She doesn't seem too happy about this one either, but it's really much easier. Carol, by the way, is Queen of New York City's Summer Festival.

Easier yet! She can hit between them or a hit to the left. The PINDICATOR signaling unit is wonderfully helpful to beginners and experienced bowlers alike.

Now air conditioning, automatic pinspotters

Carol discovers that summer bowling

Excellent restaurants and snack bars are important features of bowling centers in every part of the country. Modern bowling has many loyal fans who discovered the game when they stopped in to dine!

Bowling is a fun game for the entire family. Anyone from eight to eighty can learn to play—and enjoy it right from the start! Some centers even have attractive nurseries, to make daytime bowling easy and carefree for mother.





All Carol needs for this one is a good eye and a smooth, even swing. After just a few weeks' experience, she seldom missed this shot.

"Just look at that pin rock back and forth!" says Carol. "Down! Down! Fall down!" Looks as if it MUST go down, but sometimes they fool you.

"Yippee! I made it! A strike! A strike!" This wasn't the first strike Carol ever made. Actually, she made two the second time she went bowling.

Make bowling America's favorite summer sport as cool fun even when you're learning!



The fabulous machines to the left have been a key factor in the amazingly fast development of year-round modern bowling at lovely community centers where the whole family can relax and have fun amid truly comfortable surroundings.

They are AMF automatic pinsetters, the almost human machines that completely eliminate the pinboy. After the first ball, for instance, they pick up pins still standing, sweep away downed pins and miraculously put standing pins back *exactly where they were*, even if the first ball moved them a lit-

tle. The "Magic Triangle" in pictures above is the famous PINDICATOR signaling unit that shows bowlers instantly just which pins are still standing, makes it easier to get a spare.

There's free instruction waiting for you and the whole family at any "Magic Triangle" bowling center. Why not take the family out tonight or tomorrow for some of America's wonderful new COOL FUN? You'll love it!

ABC-TV on Sunday nights! Be sure to see "Steve Allen Presents Steve Lawrence and Eydie Gorme" sponsored by AMF. Consult your local listing.

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'Volkswagen, Go Home!'

BUT DETROIT CAN'T STOP SMALL CARS AND SO MAY MAKE THEM

by HERBERT BREAN

FOR the past year one major topic has preoccupied the auto world almost as much as lagging sales. Detroit has bristled with rumors, "reliable" reports and equally "reliable" denials about the questions: Is the U.S. auto industry at long last going to begin general production of a small car? And if so, what has caused this historic reversal of the steady trend toward ever bigger U.S. automobiles?

To the first question the answer is that both General Motors and Ford probably will bring out new, smaller automobiles in late 1959 or early 1960. These will *not* be really "small" cars like the 160-inch-long Volkswagen or the even smaller (90-inch) Isetta. They will be what the auto industry is already calling "compact" models, roughly 175 inches long. (The standard Chevrolet is 209 inches in length, the largest Cadillac is 237). Studebaker-Packard has definite plans to introduce a car of the same size this November (while dropping its famous big car, the once illustrious Packard). American Motors is already making one, the 178-inch Rambler American. Only Chrysler has admitted to no present plans for a compact auto.

To find the answer to the second question one must bear in mind the historic relationship between the U.S. motoring public and U.S. car makers. For years the motorists and the manufacturers have enjoyed a rapport something like that found in a successful middle-aged marriage. Years ago, when both were younger, the manufacturers put out a product that, like a bride's biscuits, left something to be desired. Still the pair got along, and eventually the bride learned her job, the husband earned more money and they supported each other in the manner they felt they were entitled to become accustomed to. Of course, at least part of the public perennially complained that the car manufacturers did not know what to serve, citing excessive chrome, the unnecessary (if comfortable) gadgetry, the outsized length and width. The public sounded like a well-fed man complaining good humoredly about his wife's pot roast. The auto industry, like any smart wife, accepted this connubial criticism with equal good humor, knowing perfectly well what its husband really wanted and serving it up to him.

But in the spring of 1958 a new sound was heard in the land. The public began yelling angry objections to the U.S. car loud enough to be heard by the neighbors. Far more important it refused, by the hundreds of thousands, to buy Detroit's cars. There was the provocative scent of European perfume in the air and, while U.S. auto production slowed and 1958 models glutted dealers' lots, the public began ogling and buying chic young foreign cars at a record rate. It was like seeing Fibber McGee on a date with Brigitte Bardot. Detroit began to worry. What was going on? Was this just a prolonged spat or was the historic marriage at last on the rocks? Detroit did not

know for sure, although it told itself that it did and that the old man would surely come home, probably in the fall when the new 1959 models appeared. Detroit could comfort itself with the thought that there was a recession on and that things were tough all over (although business

as a whole is off only 12.5% while the auto business is off 33%). It could strike its breast and say it had simply oversold the market in 1955, and it could rightfully boast that it had been making such good cars that few of recent vintage needed replacement.

But in spite of these reassurances there was a sharpness about the public's complaints and a stubbornness in the continued refusal to buy that might indicate something very frightening: the U.S. people might be growing tired of the current trends in the American car.

If this is true a great many other problems are involved. What of the auto business, which in one way or another accounts for the employment of one of every seven U.S. workers? What of the stock market, one fifth of whose total shares are in automotive or related stocks? What of the whole economy? The nation's welfare for the next decade can hang on the answer to the question: are American tastes in cars undergoing a major change?

There are signs that just such a change is taking place:

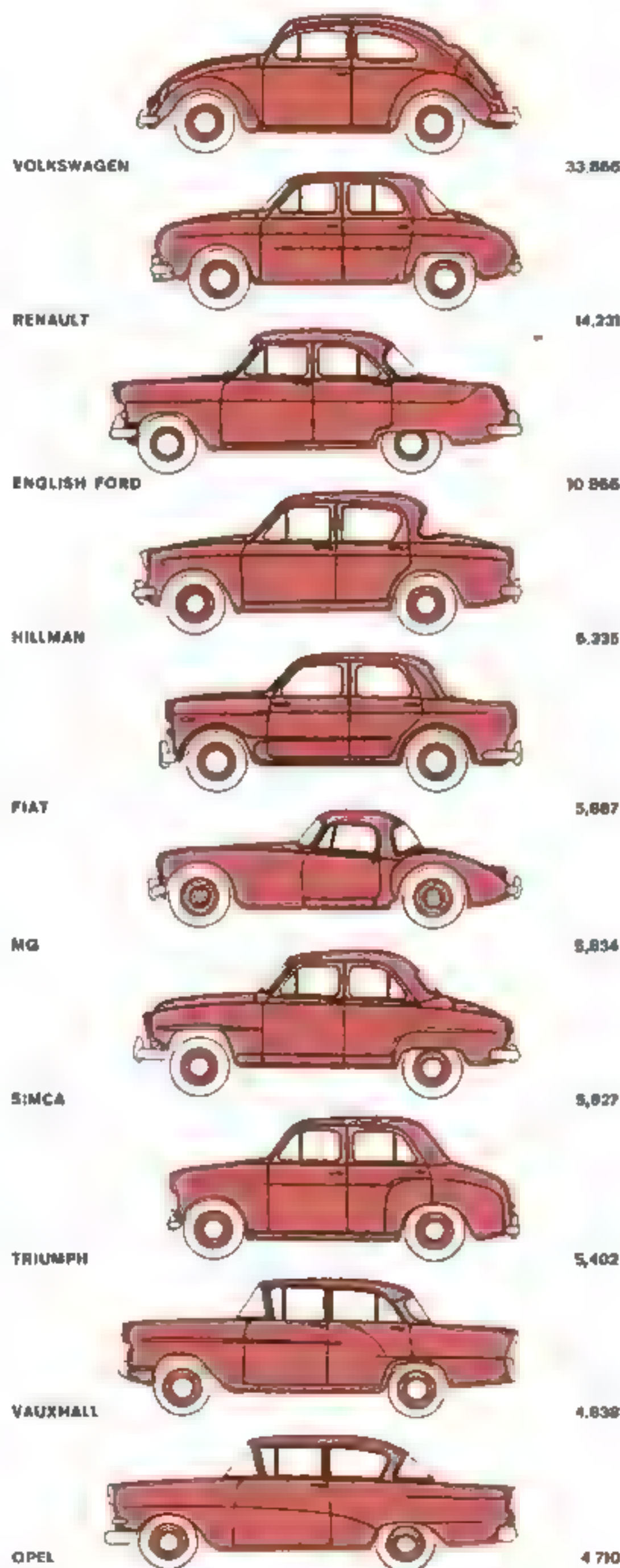
- ◆ Sales are dropping—from 7.9 million cars in the peak year of 1955 to an estimated 4.6 million in 1958. All U.S. auto manufacturers have lost sales except American Motors, whose two biggest selling models are relatively small cars. While other U.S. auto makers have been cutting back production, American Motors recently went on a six-day week and announced that its first half profits were \$7.3 million, compared with a loss of \$5.3 million in 1957.

- ◆ Foreign sales of Detroit cars have been slipping away for some time. In past years the internationally coveted U.S. car has accounted for four out of every 10 foreign sales. By 1956 it was 1.5 out of every 10 and the ratio is still falling. In 1958 for the first time the U.S. imported more cars than it exported.

- ◆ More and more Americans have begun to buy foreign cars. Proportionately the number is still small; of the 56 million cars now on American roads, about 500,000 are foreign made. But the rate of increase has been spectacular: 16,000 sales in 1950, 32,000 in 1954, 207,000 last year, an estimated 300,000 this year. Foreign cars now account for 7.3% of all U.S. auto sales and the front-running Volkswagen is outselling such hardy U.S. perennials as Chrysler and Studebaker. The U.S. market has be-

come so attractive that both the Japanese and the Dutch plan to offer small cars for sale here.

- ◆ Perhaps the most telling sign of changing tastes in autos is the switch in the public attitude toward the owner of the small foreign car. Once



TOP 10 CAR IMPORTS are shown in chart. Figures in right-hand column show total cars sold in first five months of 1958.

New Medicated Powder!

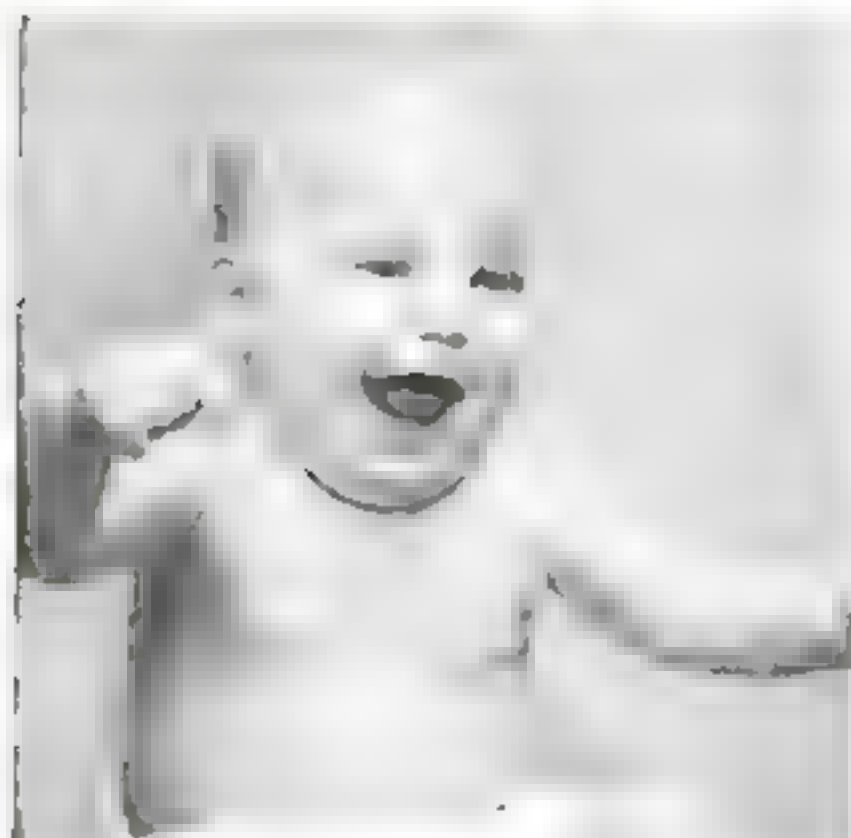
Stops more irritations

...more effectively



STOPS ITCHES

New Johnson's Medicated Powder contains two special antiseptics. It starts instantly to relieve heat rash, insect bites—most externally-caused irritations. And it's hospital-proved safe for even the most sensitive skins.



STOPS RASHES

Exclusive Johnson's formula effectively clears up and prevents not only friction rash, but troublesome ammonia diaper rash. Actually keeps unpleasant ammonia from forming. Relieves urine scald and redness, too.



STOPS CHAFING

Extra-absorbent action dries up moisture fast. Keeps underarms and feet cool and comfortable—even in hottest weather. Soothes girdle chafe, too. Silky-soft, never gritty—clings gently—smells fresh and clean. Try it.

NEW JOHNSON'S MEDICATED POWDER

Get a can! 4 oz., 49¢ — 9 oz., 89¢



LONG AND SHORT of car controversy are shown parked at Greenwich, Conn. railroad station. From front they are Isetta, Morris, Buick, Cadillac

SMALL CARS CONTINUED

he was held in the good-natured mixture of envy and contempt accorded any village sport. Today he is widely regarded as a sensible fellow with the courage of his convictions.

Meanwhile criticism of the current U.S. car has been mounting. Dwight Eisenhower named no names or industries when he observed in April that the public has become "disenchanted" with some "items that have been chucked down their throats," but the auto industry reacted with a prompt howl of indignation and self-identification. At least three governors, Connecticut's Ribicoff, New York's Harriman and Michigan's Williams, have made public pleas for smaller, safer and less easily damaged automobiles. Senator Estes Kefauver announced that he was refusing to buy one of the big new cars, and New York's Mayor Robert Wagner early this year addressed letters to U.S. car manufacturers asking for a smaller car to relieve big city traffic congestion. The General Federation of Women's Clubs released a survey indicating that many women think U.S. cars are too long and too expensive.

To say that all this has bothered Detroit is a feeble understatement. Publicly, company spokesmen say that 1959 models will restimulate car buying. They talk of selling 10 million cars a year by 1970 and they describe cars of the future which will spin along under electronic control, without the attention of a driver. But Detroit admits that it is "watching the market carefully."

Indeed it is—by such means as mass interviews of purchasers of foreign cars. Detroit knows that Americans are not always predictable or even rational about their purchases. The public often does not know what it wants, and it can be extremely misleading even when describing what it thinks it wants. A pointed example is afforded by Mayor Wagner. After demanding smaller cars and being quoted as saying he did not care what kind of car he drove—"I'd be glad to set an example"—Wagner was offered by American Motors' President George Romney a couple of the compact Ramblers with which to relieve traffic congestion and set an example. The offer was not accepted. Meanwhile the City of New York set about buying two new official cars for municipal higher-ups. It bought two Cadillacs, each almost 20 feet long. Wagner himself uses a Cadillac.

TODAY the public is given to shouting that U.S. cars are too expensive. Yet brightwork versions of the Chevrolet, Ford and Plymouth, replete with extras, outsell their Plain Jane sisters by a proportion of almost 3 to 1. High-priced cars like the Thunderbird, Corvette, Continental and Cadillac are all doing well.

Few critics of brightwork cars appreciate how little the fancy decoration and comforts add to the cost. As an experiment in economy the Chrysler people once stripped a standard Dodge sedan of all possible chrome, insulation and seat padding, and even took off the turn indicators and the dual taillights. They also put in cheap shock absorbers, a manual transmission instead of an automatic one and painted bumpers in place of chrome-plated ones. When they were finished, they had a noisy, homely, uncomfortable automobile and they had cut only \$150 from the selling price.

As every auto manufacturer knows, the main thing that has made the public buy cars in the past has been styling. Not performance or engineering: with some aggravating exceptions, these are generally and uniformly good. Not price: everyone has had a fair amount of money over the past 20 years. Not safety: the public talks piously

CONTINUED



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The Gin that made 189 Summers cooler...

Summer after Summer, more cooling gin drinks are made with Gordon's than any other gin. Reason? Drinks never taste thin with Gordon's Gin. And that's as true today as it was back in 1769!

There's no Gin like **GORDON'S**

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO. LTD., LINDEN, N. J. 90 PROOF

*Enjoy care-free driving
wherever you go—*



Mobil Premier Nylon Tires

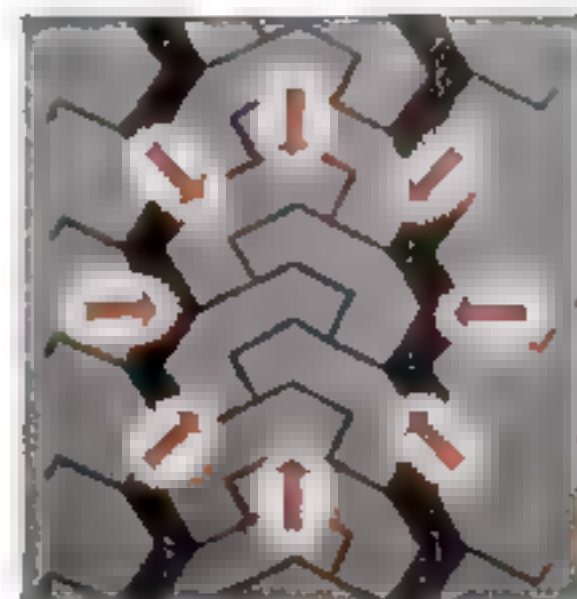
***Sold—and serviced—by thousands of Mobil Dealers
coast to coast!***

With famous Mobil tires you get an important *extra*—Mobil tire service! It's available at thousands of friendly Mobil dealers from coast to coast—your assurance of proper mounting, correct inflation, periodic safety checks for cuts, bruises and wear.

And with the *Mobil Premier* you get Super Nylon cord construction for top blowout protection, greater "road grip" at turnpike speeds, longer mileage. Use your Mobil Credit Card . . . up to 6 months to pay—*no down payment!*

FOR EXPERT TIRE SERVICE—TOP TIRE QUALITY

You're Miles Ahead with



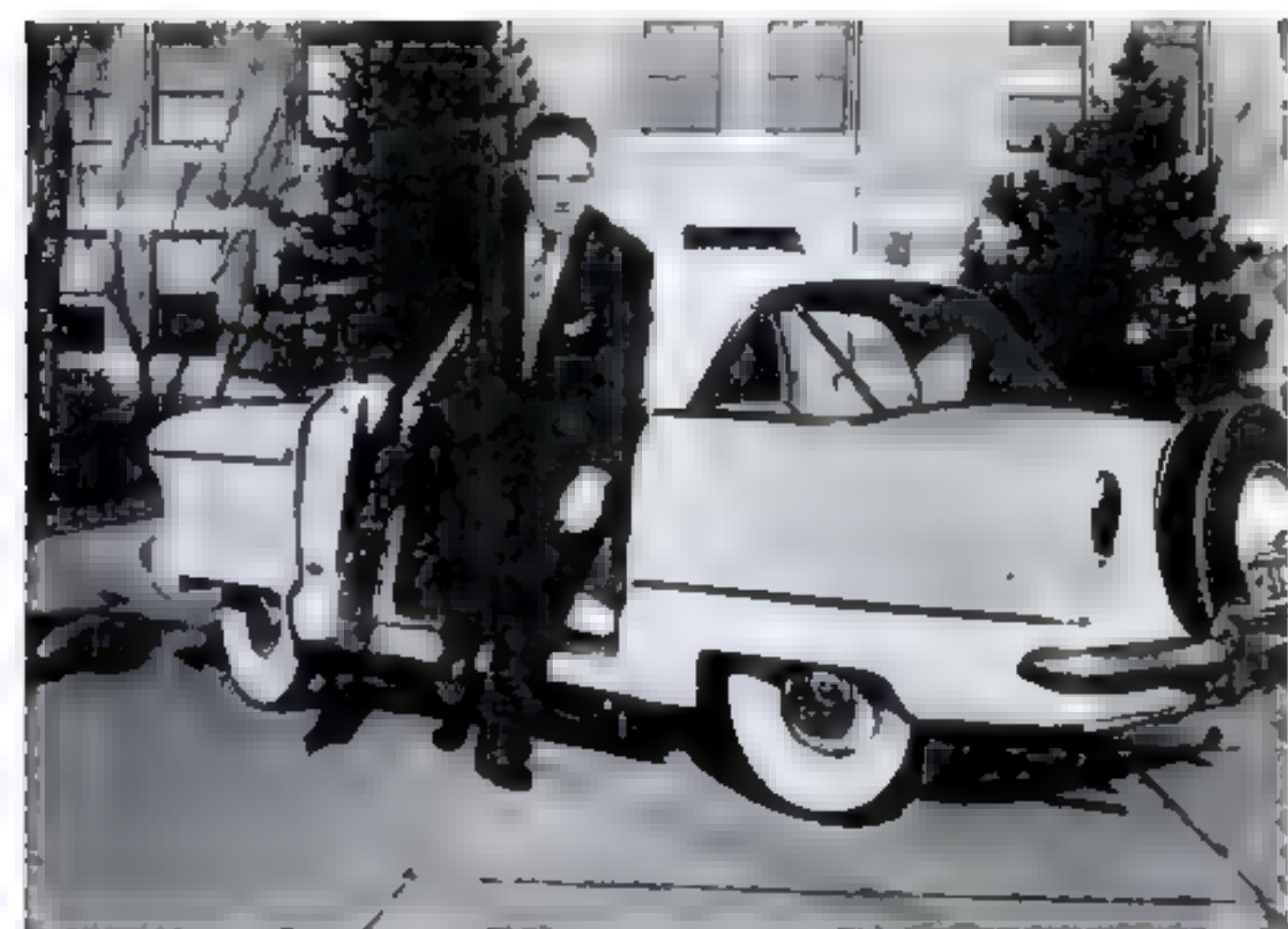
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ENTHUSIAST for small cars is President George Romney of American Motors, shown with his company's British-made auto, the Metropolitan.

SMALL CARS CONTINUED

but it can seldom be induced to pay an extra penny for such things as safety belts and crash pads. What the public always wanted was a long, low, racy, high-powered dreamboat that looked as if it had been rolled in chromium batter. Styling was the thing.

It still is. But a growing portion of the public seems to want a new kind of styling, one that will not be an obvious badge of wealth and social importance. The new badge would say in effect, "I am not *nouveau riche*. I like understatement and efficiency, not flamboyant extravagance. I expect my automobile to look and handle like an automobile, not a jet bomber."

This is what Detroit must cope with. Between the big American car and the small foreign one there are enormous philosophical differences. The typical European car caters to its less opulent owner's thrift and individualism, the typical American car to its fortunate owner's pride and love of luxury. Narrow roads, high taxes and high fuel costs encourage automobile smallness in Europe. Long distances and the American sense of freedom and self-reliance have produced a big, capable, all-purpose car in the U.S.

When a European buys a car, he knows it will not be made obsolescent next year by a manufacturer who believes Detroit's doctrine that "the public won't buy the same car two years in a row." The foreign car purchaser also knows the price, for it is plainly marked on a windshield sticker. Until recently, when Congress made it mandatory for the new models, the U.S. car has never had a set price. Its salesmen could quote a low base price at the outset and add a few hundred dollars for extras when making out the bill of sale.

SURVEYS have shown that when American owners of small foreign cars are asked why they like them, they give glib, superficial reasons. They say the cars are economical, easy to park, easy to drive and easy to keep clean, and if you dent a fender you do not have to take one of the children out of college to pay for it. But motivation researchers argue that less obvious reasons are often involved. One is simply that the small car represents a change for the motorist who has for years been driving 4,200-pound automobiles that are 18 feet long. Another is that the motorist is given a chance to use his money in other ways. Spending \$1,700 for a Renault instead of \$3,600 for an Oldsmobile leaves enough to buy a swimming pool, a trip to Europe, a motor boat or even a second Renault—all new ways of displaying prestige.

For the small car buyer is seldom a poor man. And although the small car is usually his only car, the widespread notion that it must be a "second," thus implying a bigger nonexistent "first," may add to its snob appeal. The snob appeal is important: for many people, a small car is evidence of perceptive taste, since it is foreign and perhaps exotic, and demonstrates one's disregard for convention. This may help explain why Americans accept shortcomings in foreign cars that they will not tolerate in U.S. cars.

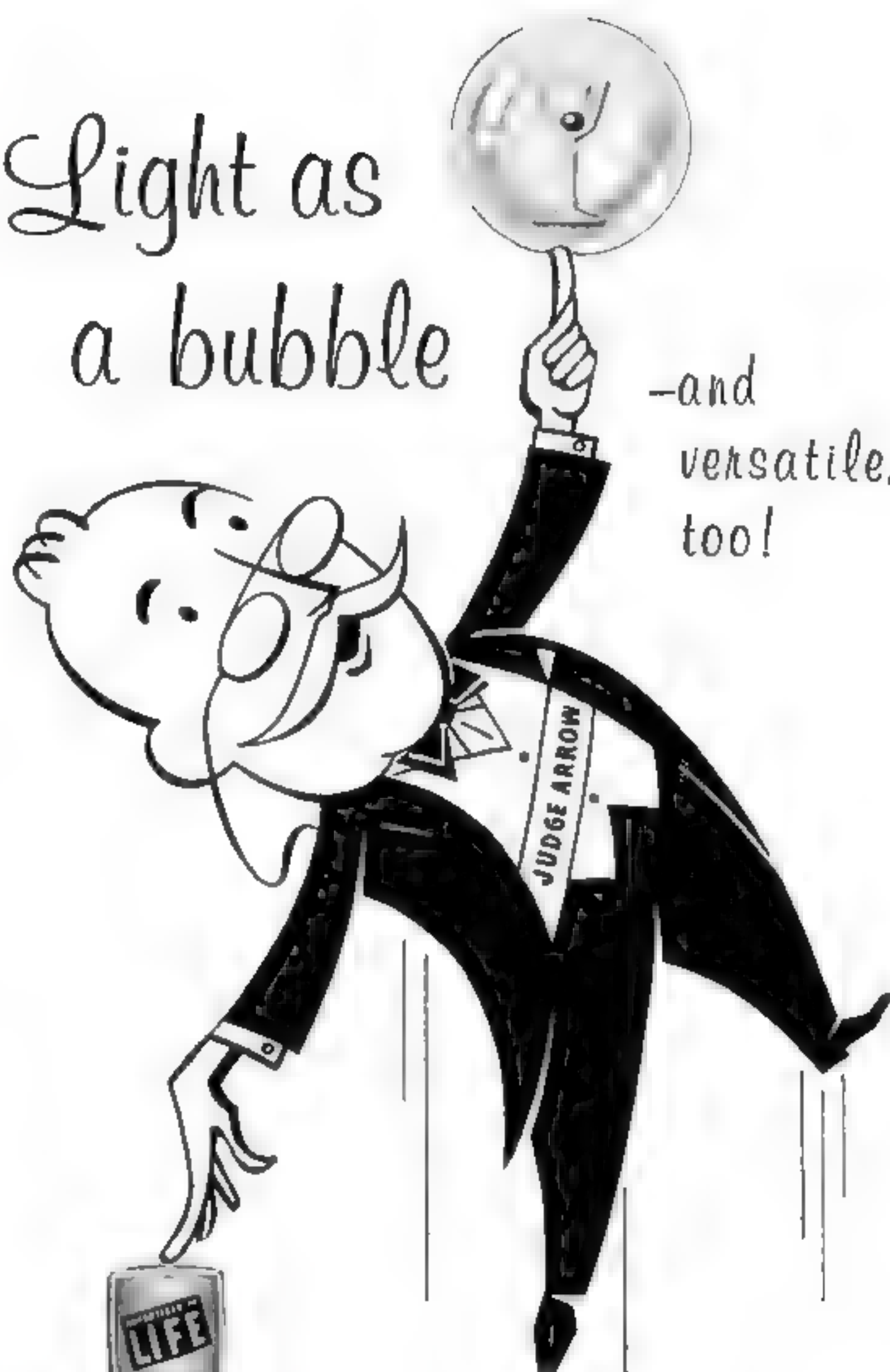
But the big question for Detroit and the U.S. economy is: how many people for one reason or another will eventually buy a small car? Is there a real market for an American-made small car?

There is certainly a market. Despite the popular image of the U.S. as a nation filled with gleaming new high-finned monsters, the average car on the U.S. road today is actually 5½ years old and has

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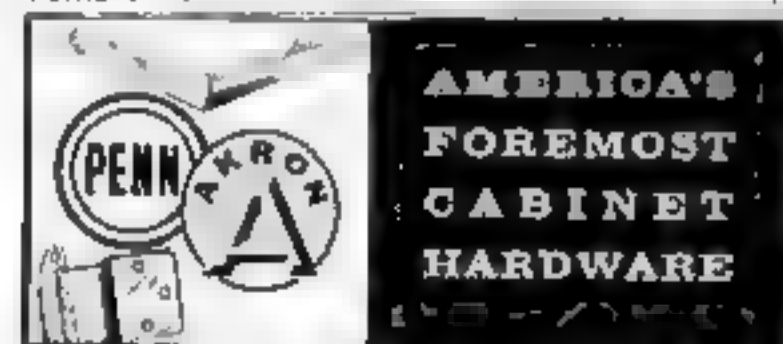
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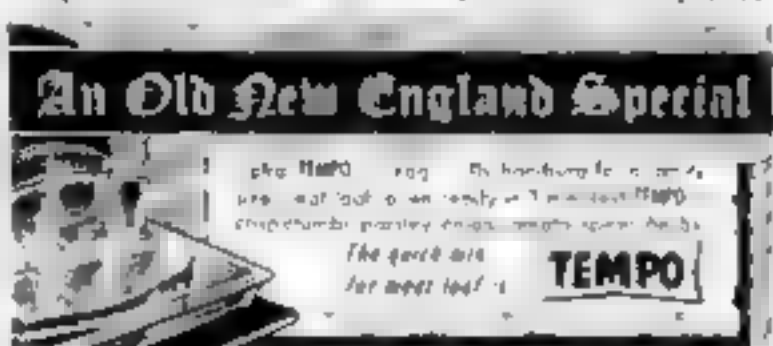
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SMALL CARS CONTINUED

more than 51,000 miles on it. This means a great many cars are ready for replacement—but by what?

Tooling a completely new car is enormously expensive. The Edsel, marketed for the first time this year, cost Ford \$100 million for tools and engineering plus \$150 million for new plants and facilities. GM figures it spends half a billion dollars annually for its model changes. To put a new car on the market, whatever its size, would cost each manufacturer \$300 million. If it were a compact model and 300,000 were sold during the first year of production, the tooling cost would be \$1,000 on a car retailing at perhaps \$1,800. If the same car were manufactured for three years and sales climbed, the tooling cost might be reduced to around \$250 or \$300. This is why the auto industry has been saying for several years that it must see a market for at least 500,000 smaller cars in this country before it can enter the field. Many auto people are now beginning to think that this estimate is low. The individual U.S. manufacturer will probably have to sell 300,000 cars to make a profit.

Foreign cars, plus the Rambler, are now selling at a rate indicating that they will total about 375,000 cars this year. That is about \$750 million worth of business. To capture all of it, which is impossible, a single manufacturer would have to put up around \$300 million. Those are not good odds.

There are other obstacles. Against any gamble on a small car stands the history of the U.S. small car itself. Sentimentalists who have not driven one in 25 years, and perhaps never, like to recall the Model T as the prototype of the light, cheap, economical car that they want today. The T weighed 1,200 pounds, was 134 inches long and sold for \$850 when introduced in 1908. Mass production (15 million were sold) enabled Ford to sell it for a low of \$360 in 1917.

What the sentimentalists forget is that for most of its heyday the T was not a stripped, cheaply made car but rather a standard-sized car which had few frills because frills then were unwanted. Even a speedometer was a luxury and cost extra. The T was low in price only because of one of the great mass production miracles in history. In the 1920s other manufacturers began enlarging their cars, a process which has not yet stopped, and the T gradually became outmoded, requiring replacement by the bigger Model A in 1928.

THE 1920s and early '30s saw some genuine attempts to produce small or compact cars in the U.S., but none of these lasted long. Studebaker's Erskine, W. C. Durant's \$348 Star, Studebaker's later Rockne, the American Bantam and the Willys "77" all failed. The American-made Austin, introduced in 1929, and later the Crosley, the first car to be sold in a New York department store, prospered briefly and vanished in their turn. The Jeep which helped win World War II has been a moderate success. But of a group of postwar mid-gets like the Pup and the Towne-Shopper, only the do-it-yourself King Midget, which can be assembled from a crate of parts, still survives.

If this mournful history is not sufficiently discouraging, the U.S. auto maker who is planning a new compact car can study more current statistics, and cut his throat. A considerable part of the U.S. automobile's cost is labor. Some auto company executives claim it is as high as 80% or 85% of the total. This is strongly disputed by the United Auto Workers union, which points out that the annual reports of the auto companies usually show that no more than 29% of each sales dollar goes to labor (this figure, however, does not include labor costs incurred by outside suppliers). In any case no one disputes that it takes almost as many man-hours to make a small, simplified car as it does to make a large, elaborate one. Turning out a U.S. car takes an average of about 160 hours, with considerable variation depending on the number produced. But the average wage for an auto production worker in the U.S. is \$2.47 an hour. In Europe, while fringe benefits are sometimes greater, wages run as low as 60¢ an hour. Several years ago Volkswagen considered opening an American plant. After studying labor costs it gave up, even though it still imports steel and coal from the U.S. to make cars in Europe which it then ships back to the U.S. and sells profitably at \$1,545.

All of this means that there is a very real question whether the U.S. auto industry can market cars in competition with the small European car. The whole subject, in fact, is surrounded by questions to which few people claim to have all the answers. But here is a consensus, based on the views of men in or close to the auto industry.

Will coming U.S. cars be smaller and plainer?

The auto industry has been committed to its 1959 models for months. They will be a little bigger, lower and chromier. Thereafter U.S. cars probably will be more subdued. Chevrolet, Ford and Plymouth already average 17 feet two inches in length. Present makes are not likely to shrink greatly over the next few years although they may acquire a more compact look. Future cars will be lighter in weight

In **LIFE** next week, the soldier who quit rather than say 'Yes'

General Gavin Tells What U.S. Needs to Meet Crisis of Limited War

In this grave hour how ready is the United States to meet a "limited" war? Or any war?

No man is better qualified to answer these questions than Lieut. General James M. Gavin, USA (Ret.) who last spring retired from the Army rather than approve policies he believed mistaken. And he gives these answers next week when *LIFE* begins exclusively a two-part adaptation of his forthcoming book, *War and Peace in the Space Age* (Harper & Brothers, \$5). You'll find his perceptive analysis of the problems of defense directly applicable in a startlingly prophetic way to today's news—the crisis in Lebanon and the British occupation of Jordan.

On the subject of strategy and tactics, "Slim Jim" Gavin, wartime commanding officer of the 82nd Airborne Division, speaks with the authority of personal experience. A professional soldier for the past 34 years, he worked his way up from enlisted ranks to become, at age 37, the youngest Army division commander since the Civil War, and was generally considered one of the Army's most brilliant officers.

From 1954 until his retirement earlier this year General Gavin served in the Pentagon as Assistant Chief of Staff for Plans and Operations, and later as head of Army Research and Development, a position in which he supervised the missile and satellite programs.

At the time of his resignation Gavin declared, "I feel I can serve my country better by releasing myself from the restrictions necessarily imposed on the military and telling the American people what I think is wrong with the U.S. defense picture."

General Gavin's new book states those views clearly and forcefully. In next week's first instalment he describes the gradual deterioration of the Army in recent years as a result of manpower cuts and inadequate funding for needed missile programs. He cites the military lessons we should have learned from Indochina and Korea but didn't, and he tells why he believes the U.S. is wrong in basing its entire strategy on the possibility of global rather than "limited" war.

LIFE readers will also learn the behind-the-scenes story of the Army's running battle with the Department of Defense, and how Gavin thinks the organization of the Joint Chiefs of Staff could be revamped to eliminate service partisanship and create a more valuable advisory group for the Secretary of Defense.

In a second instalment scheduled to appear in the Aug. 11 issue of *LIFE*, General Gavin will describe his ideas about strategy and tactics for the future, outlining the revolutionary new type of military structure the U.S. will have to build in order to function with maximum effectiveness in the space age.

You'll read about "sky cavalry," satellites serving as launching sites for both offensive and defensive weapons, the use of nuclear weapons by even small infantry units and the new role that Gavin foresees for the Air Force and Marine Corps.

With the threat of war closer than at any time since Korea, General Gavin's absorbing report on the state of U.S. preparedness is "must" reading for every American citizen and taxpayer. *War and Peace in the Space Age* begins in next week's *LIFE*. Don't miss it.

ANDREW HEISKELL, Publisher





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SMALL CARS CONTINUED

(possibly with aluminum engines) and somewhat more economical. The horsepower race appears to be over.

Will the small car ever supplant the typical big U.S. car?

No competent judge believes this. The foreign-car market will continue to expand and might conceivably capture 10% of the U.S. market. But the small car will be popular mainly in congested urban districts or short-tour areas like New England. Volkswagens, Renaults and Fiats are not for the Midwest driver who thinks nothing of bundling the wife and kids into the car and driving 100 miles to a movie or an overnight fishing trip.

Then is the small European-type car just a fad?

No more a fad than is the growing U.S. taste for foreign foods, clothes and decor. American tastes and appreciations are widening in cars as well as in other things.

Just what do auto makers have in mind for this market?

Both GM and Ford now manufacture compact cars overseas, and both will probably use some features of these cars in the Americanized versions but without duplicating their appearance. GM can use dies from Opel, Vauxhall and Holden cars, which it makes in Germany, Britain and Australia. Ford may make use of the Consul and Anglia, made in Britain, and the Taunus, manufactured in Germany. These are all compact cars rather than small ones. There may be a six-cylinder aluminum engine in the rear of the GM models.

Are the medium-priced cars doomed?

Not at all. They have been temporarily hurt by the competition of their "low-priced" sisters, Chevrolet, Ford and Plymouth, which now account for 60% of the market. But as the auto market recovers and expands, they should re-establish their sales positions. A new group of smaller, plainer, somewhat cheaper (perhaps \$1,800) cars will simply put a new ground floor on the U.S. automobile structure.

Taking the long view, what will U.S. cars be like by 1970?

Most Detroit cars may be a little smaller, especially if traffic congestion is worse, which is reasonable to assume. But they will not be stripped cars by any means. Americans will buy stripped cars in large numbers at about the same time they begin buying stripped homes containing no luxuries or labor saving devices and wearing "sensible" Russian-style factory-worker clothes. The fact is that stripped versions of the low-priced three can be bought right now for under \$2,000, but dealers claim they are almost impossible to sell.

The cars of tomorrow will reflect more discrimination on the part of the buyer. The man who likes to drive an air-conditioned living room will still be able to get it. The one who likes driving a car for its own sake will also have more to choose from.

The likelihood that future automobiles will be tailored more precisely to individual demands is greatly heightened by Detroit's new secret fear—that the automobile is losing its place in the hearts of the American people and is being supplanted by other attractions. Under such pressure the automobile industry will spare no effort to give the public what it wants. And Detroit, like any experienced wife who feels her marriage is in jeopardy, is really very good at that.

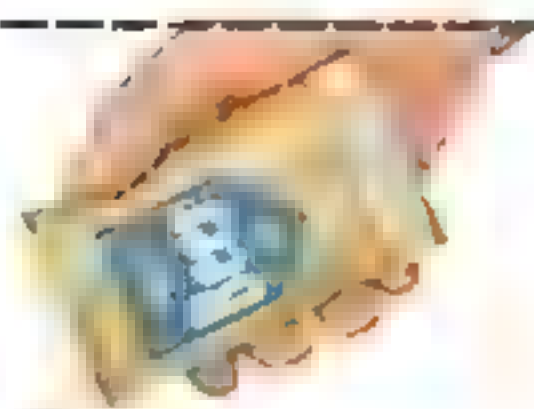




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ON PALACE GROUNDS AT VERSAILLES U.S. DEBUTANTES BONNIE WILKIE (LEFT) AND BARBARA BUCHANAN REHEARSE FOR BALL WITH MRS. HERVEY KENT

U.S. DEBS GO TO VERSAILLES

When plans were made for an American debutante ball at Versailles, the French declared—partly in jest, no doubt—they were assuming a historic social obligation of the British crown, which no longer sponsors the presentation of debutantes at court. "The Palace of Versailles has been chosen to replace Buckingham Palace," Paris newspapers boasted. Actually the ball was originated by the Marquis de Rochambeau as a French complement to the "April in Paris Ball" held in New York (LIFE, May 6, 1957).

But to the 48 American girls making their debut at the famous palace of Louis XIV, the reason for the ball made little difference. From the time they landed in Paris the girls were kept breathless by anticipation and activity. "I want so much to meet a French

caballero!" exclaimed one excited and slightly disoriented debutante. Showered with gifts from sponsors (among them Lanvin, Air France and Coty), the girls whirled through a nonstop 24-hour program. They roamed the Versailles gardens, lunched at the Ritz, finally danced all night in the glittering *Orangerie* on the palace grounds. There were some hitches in the elegant program: about 600 uninvited guests got in by flashing calling cards engraved with noble names. A sparrow swooped in and stole a ribbon off the dance floor and bats whirled about in the vaulted ceiling of the *Orangerie*. But nothing could spoil the evening for the dazzled—and dazzling—debutantes. As one tearfully happy girl said, "If I had known five years ago I would someday make my debut at Versailles!"



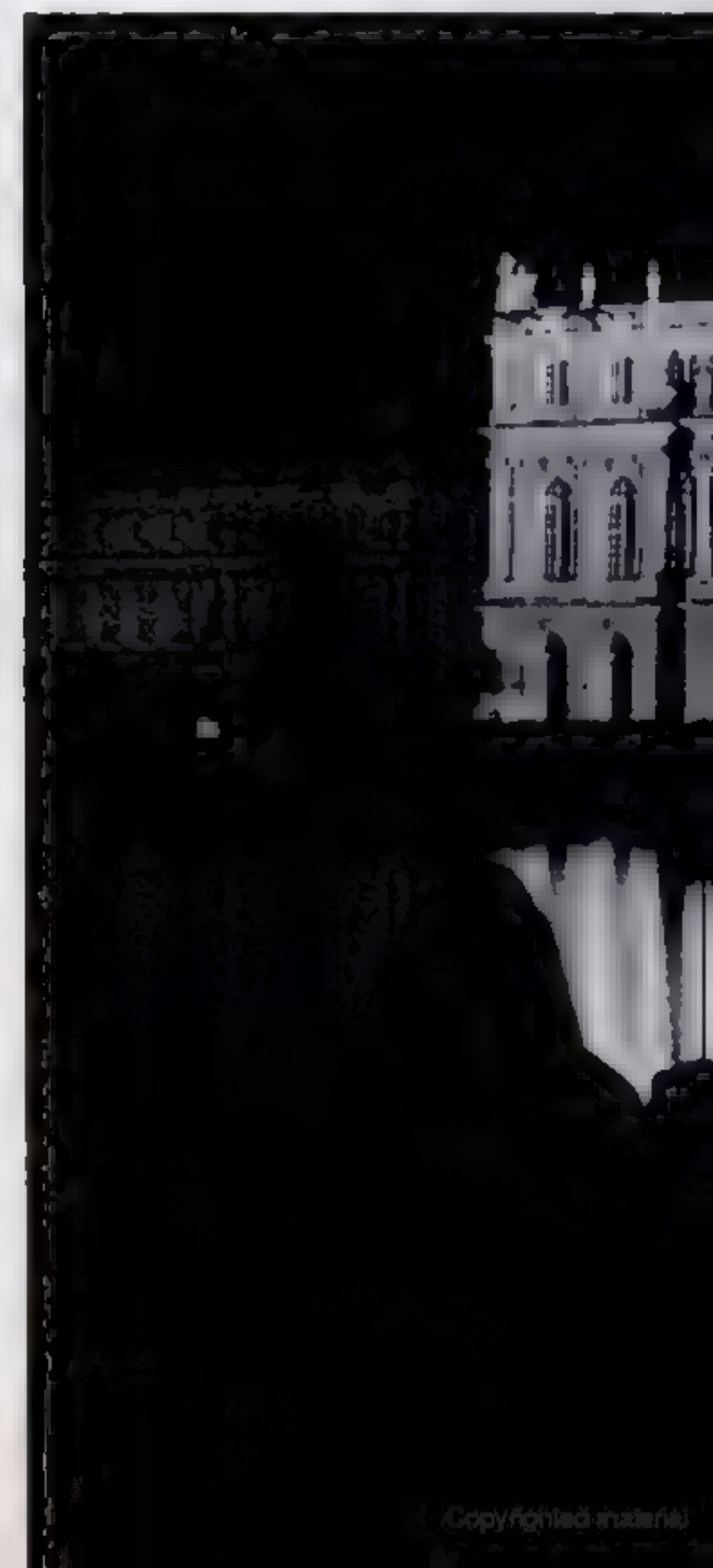
BEAUTIES IN DEBUT, Margery Shillford (left) and Sarah Bonannon descend stairs at Orangerie

to rehearse for the ball. Orangerie was built in 1634-80 as greenhouse for Louis XIV's orange trees.



FAMOUS GRANDDAUGHTER, being first of US girl's debut, strongly goes French style. She is 17, and her father is a Frenchman and mother, an American.

AT SPECIAL SHOW, "PAGEANT OF LIGHT AND





LUNCHEON BEFORE BALL is given for six debutantes and six sons of French nobility by committee member Madame de Muns. Girls received scarves from Arpels decorated with sketches of jeweler's wares. Most debutantes paid \$1,250 to come to ball and take tour, including visit to Brussels' World's Fair.



COTILLION LEADER, Gloria Kent of Hampton Falls, N.H., surrounded by attendants, joins co-president of ball, Duc de Brissac. Gloria, who came out in Boston, New York and Washington last season, was chosen leader both for her good looks and because her father was first to accept invitation to Versailles.

SOUND," GUESTS WATCH AS HISTORIC PALACE AT VERSAILLES IS ILLUMINATED WHILE A VOICE OVER LOUDSPEAKER GIVES HISTORY OF THE BUILDING





A STAND OF SWELLED HEADS

Rooting around a vacant lot is always fun, especially when trash heaps produce treasure. That is what happened to this trio of New York City small fry. But what are plastic spotlight lenses, normally used in a theater, good for anyway? The answer (*above*) is obvious. "I'm on TV," cried 5-year-old

John Pojawa. "I'm the boogie man," said 4-year-old Joanne Xerri (*right*). Her 3-year-old sister, Linda, just scowled. This good thing came to an end when cautious parents confiscated the sharp-edged lenses. But not before Warren Siegmund took this engaging shot of three temporarily swelled heads.



AMERICAN GREENHORN ROBERT KERR takes a crack at Ireland's ancient sport and gets a surprise: it's not quite

the free-for-all it looks. Hurling was once played parish vs. parish with no limit on number of players on each side.

IRISH HURLING... the original hurly-burly

As Irish as the shillelagh and just as murderous-looking, Ireland's age-old sport of hurling is still played with Gaelic ferocity," writes Robert Kerr, an American friend of Canadian Club. "In County Limerick last month, I passed a field where a local hurling team was holding practice. When the players invited me to 'have a go,' I couldn't refuse. With 15 men on a side, the action was pure chaos. 'It's really all very scientific,' one man said. But a knock on the head persuaded me that hurling wasn't in my line. At a hotel in Ennis after-

ward, I found something that was. One hurler demonstrated Irish hospitality by way of a friendly drink. And the drink was Canadian Club. Why this whisky's worldwide popularity? Only Canadian Club captures in one great whisky the lightness of scotch and the smooth satisfaction of bourbon. You can stay with it all evening... in short ones before dinner, tall ones after. Canadian Club is made by Hiram Walker, distillers of fine whiskies for 100 years. It's "The Best In The House" in 87 lands.

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FINE POINTS of game are explained: trick is to balance ball on blade of stick, or hurley. It takes practice.



GROUNDLED by 'slight accident,' American is assured by players that serious mishaps hardly ever happen.



REUNION: at hotel in Ennis, American meets an old friend when his Gaelic host orders Canadian Club.



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